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Cruise Weekly today

CRUISE Weekly today features three pages of the latest cruise industry news, plus a cover wrap from **Silversea**.

Silversea 2028/29

SILVERSEA is inviting cruisers to 'let the world surprise you' with its northern winter 2028/2029 voyage collection.

The program includes highlights such as hunting for truffles in Tuscany, snorkelling reefs in the Grenadines and drifting through the fjords of Milford Sound.

Cruisers can also enjoy golf-focused voyages and new cities visited by Silversea.

The full collection spans 103 voyages across 56 countries running from Oct 2028 through Mar 2029.

Head to the **cover page** of today's **Cruise Weekly** for more information.

Tasmania targeting greater cruise value

TASMANIA wants more value from its cruise visits, not just more calls, the destination's top tourism executive has told **CW**.

Sarah Kingston Clark, chief executive of Tourism Tasmania, said the destination wants longer stays, more overnight calls, and more turnarounds.

Tasmania has historically captured relatively little value from pre- and post-cruise stays and local provisioning, Kingston Clark said, following the recent release of the state's four-year Cruise Action Plan.

"Across all segments, we want to see itineraries that enable visitors to spend more time and explore more of Tasmania," Kingston Clark told **CW**.

"That means longer stays in port, more ports visited across an itinerary, more overnight calls, and more turnarounds.

"Turnarounds are a particularly



important opportunity because they can generate pre- and post-cruise stays and local provisioning, which are areas where Tasmania has historically captured relatively lower value and where we see real potential for growth."

She said Tasmania will particularly be targeting the expedition and small-ship sectors, highlighting Burnie and Port Arthur as having the strongest immediate potential.

"Both already welcome cruise ships and have capacity to attract more calls," Kingston Clark said.

"Regionally, we see particular potential across the East Coast, Tamar Valley and the Cradle Coast...these regions have incredible experiences and produce that align really well with what cruise passengers are looking for, and there's an opportunity to connect more of that offering with the cruise economy," she added. **MS**

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Atlas to Antarctica

ATLAS Ocean Voyages has unveiled its Antarctic program for 2028/29, featuring 25 new expeditions including options to fly or sail Drake's Passage.

Two of the line's polar-class expedition ships, *World Navigator* and *World Traveller*, will sail to Antarctica between Oct 2028-Mar 2029, offering a series of nine- to 19-night voyages with fewer than 200 guests on board each vessel.

Four expeditions allow guests to pair a quick one-way flight over Drake's Passage with a sailing in the other direction, while two other itineraries fly over the Drake in both directions, maximising exploration time around the Antarctic Peninsula.

There are also longer expeditions that venture further into the Antarctic wilderness and take in the South Georgia and the Falkland Islands.

Guests will enjoy Zodiac and shore safaris, onboard beverages and gratuities, a souvenir Atlas parka and vest, and optional activities including the polar plunge.

Fares start from US\$12,998 (A\$18,678) per person, twin-share, and include a pre-cruise hotel night and return charter flights from Buenos Aires to Ushuaia in Argentina, where all the voyages depart from.

The line's local rep Cruise Traveller is now offering an air credit of US\$2,000 (approx. A\$2,874) per twin stateroom for bookings made by 05 Jan 2027 - find out more **HERE**.

Hapag-Lloyd dry docks



HAPAG-LLOYD Cruises' *Europa* and *Europa 2* (**pictured**) will undergo dry docks next year, for works focusing on the ships' staterooms and dining spaces.

Europa 2 will enter the shipyard in Singapore in Jan, followed by *Europa* in Bremerhaven in the northern autumn.

The first ship will have around 250 of her suites fitted out with a new colour scheme.

Europa 2's Atrium and Piano Bar will also be modernised, while the Sakura and Elements speciality restaurants are set to undergo visual enhancements.

Design-centred improvements, technical upgrades, and maintenance work will also take place across both ships.

Further details of *Europa*'s works will be revealed closer to her dry dock.

"Progress for us means drawing on our experience to understand what makes our ships distinctive, while at the same time having the courage to change what is right to change," outgoing managing

director Isolde Susset said.

"We change what can be improved, we invest in what creates new possibilities, and we preserve what makes our ships unique," she added.

Hapag-Lloyd has been investing further in the Australian market of late, earlier this year hosting five trade partners from Australia on an exclusive famil aboard one of the cruise line's expedition vessel *Hanseatic Inspiration* (**CW** 28 May).

Hosted by Hapag-Lloyd account managers Rachel Harrigan and Erin Kramer, the seven-night voyage sailed from Keelung through the Ryukyu Islands to Beppu, uncovering a lesser-known side of Japan.

The famil gave participating agents first-hand product knowledge to confidently sell the cruise line.

Hapag-Lloyd is represented for sales and marketing in Australia by Luxury Travel Marketing, and is a local member of Cruise Lines International Association. **MS**

Cruise Weekly is today coming to you from Amsterdam, where Viking will formally name seven new river ships later this week.

TWO of the newbuild longships being named this Thu are twin sisters, the *Viking Rota* and the *Viking Haki*, both named for famed characters from Norse mythology.

The ships have 95 staterooms - 25 standard cabins, 22 with French balconies, 39 with verandas, seven Veranda Suites and two huge Explorer Suites.

They carry 190 passengers and 53 crew and offer sun decks featuring a shaded sitting area, a putting green, walking track and an organic herb garden.

Eco-friendly hybrid engines produce fewer vibrations for a smoother ride, and all staterooms feature flat-screen infotainment systems with live TV, in-house programming, and free movies on demand.

Save on the Murray

LAUNCH savings have been announced for Australia's first five-star overnight river ship, Murray River Paddlesteamers' *Australian Star*, which is now sailing on the Murray River (**CW** 09 Oct).

Savings of up to \$2,500 per couple are available on selected seven-night cruises - **CLICK HERE** for more.



AN ENTIRE Scottish island where Charles Edward Stuart - known as the Young Pretender - once sheltered from battle, has hit the market for almost £1 million (A\$1.9 million).

Stuart, who was claimant to the throne of the United Kingdom during the 18th century, led the Jacobite rising of 1745, which attempted to restore his family to the country's rule.

He failed, and hid on the 148-hectare island of Wiay in Scotland's Outer Hebrides, an uninhabited parcel of land in Loch Bracadale, off the coast of the Isle of Skye.

The island is now being offered by agents Bell Ingram for just shy of seven figures.

Wiay was once home to a small agricultural community, and traces of its past remain, including the ruins of a cottage overlooking the water, and its large sea arches.

Cruise overnights gain momentum

OVERNIGHT stays are increasingly becoming a key part of the cruising experience, as guests seek deeper cultural immersion when in port.

"For a lot of cruise travellers, the time they spend on shore is as important as the experience on the ship," Cruise Lines International Association's (CLIA) executive director Joel Katz told **Cruise Weekly**.

"Many cruise lines are working to create a deeper connection for their guests when they visit a destination, particularly in areas around culture, history, food, and wine and local traditions."

A number of cruise lines are offering expanded after-dark experiences, such as later evening departures or overnight stays, so passengers can dine at local restaurants, enjoy a city's nightlife, or take longer excursions, such as bioluminescent kayaking in the Caribbean, night-time wildlife viewing in Alaska, or flamenco performances in Seville.

Guests are still able to enjoy the convenience of cruising - unpacking once and using



onboard facilities - while experiencing even more while travelling by ship, Katz added.

Small ship operator Azamara is known for its late departures and overnight itineraries and last year, it launched its 'Own the Night' campaign, offering 28 stops with two consecutive nights in port throughout its fleet.

Other lines have similar offerings, including Regent Seven Seas, Holland America Line and Norwegian Cruise Line.

Viking's Michelle Black has noticed that travellers are now placing greater value on the quality of time in port rather than the number of destinations that

they visit.

"A good example is our recently launched 'Japan Discovery' voyage, which includes overnight stays in Tokyo and Shimizu," Black told **Cruise Weekly**.

"In destinations like these, the extra time opens up opportunities that simply wouldn't fit into a standard port call.

"The focus isn't on maximising the number of stops - it's about identifying the destinations where additional time will add the most value to the overall experience," she added.

Overnights also offer guests plenty of flexibility, whether they wish to explore a destination independently or join an evening excursion, then eventually wander back on board.

"Sometimes it's about experiencing a city's vibrant evening atmosphere, while in others, it creates time to explore beyond the major attractions without feeling rushed," she said.

"We want guests to feel they've had time to get beneath the surface of a place rather than simply stopping there for a few hours," Black added. *JHM*

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