

### Cruise Weekly today

**CRUISE Weekly** today features three pages of cruise news, plus a full page from **Cruise Lines International Association**.

### Luxury week is here

**IT IS** luxury week as part of Cruise Lines International Association's (CLIA) Cruise Month, with the organisation offering advisors more ways to get involved.

Register to attend one of CLIA's Cruise Month webinars, read the CLIA newsletter and Cruise Month EDMs, and follow, share and comment on CLIA's social media posts to get involved this month.

There is also a Cruise Month competition to enter for travel advisors hosting an event.

Read more on the back page of today's **Cruise Weekly**.

## Cruisers splash out on experiences

**CRUISE** passengers are increasingly willing to spend on distinctive, high-value experiences, including excursions that take them beyond the usual port tour.

On a recent visit to Australia, Holland America Line vice president onboard revenue Carole Biencourt outlined to **Cruise Weekly** some of the experiences proving popular with passengers of late.

These include helicopter trips, glacier visits and dog sledding in Alaska, and Holland America's pre-cruise extension to Iguazu Falls in South America, she said.

However, rather than just spending more, passengers are seeking out better experiences that justify their higher spend, as they look to engage more deeply with a destination and avoid overcrowded tourism hotspots.

"People are spending money



on experiences...people come on and they'll spend to go on an overland - they're expensive, and we've seen a huge increase on that," she emphasised.

Biencourt, who also oversees onboard revenue for Seabourn, said that the last time she sailed with the luxury line, almost 10% of guests on board had booked an overland experience.

Other destinations proving popular for shore-based exploration include Cambodia, safaris in Africa and trips to the Taj Mahal in India.

Holland America's parent company Carnival Corporation experienced around 7% growth in onboard and other revenue last year, from US\$8.6 billion to US\$9.2 billion. *MS*

*Regent*

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## Ponant Vietnam deal

**SPEND** New Year's Eve 2027 on a luxury cruise in Asia with Ponant Explorations, thanks to a new Vietnam package.

Available through Cruise Traveller **HERE**, the 16- night package begins 26 Dec 2027.

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## Seattle sets records in '26



**SEATTLE'S** 2026 cruise season has wrapped up, with new records set during the year.

Two new lines celebrated their first season in Seattle in 2026, with MSC Cruises sailing on 21 departures from the city, and Virgin Voyages operating 15 departures from Puget Sound.

The two cruise lines joined Seattle's eight other homeported brands, with a total of 16 ships based in the city this season.

Seattle served nearly two million passengers in 2026 across 330 total ship calls, with the economic impact on the region topping US\$1.2 billion (approximately A\$1.7 billion).

This year also set a new record for highest shore power usage to date, with two-thirds of ships calling in Seattle this season using the port's green facilities.

The city is targeting 100% utilisation of shore power by

homeported ships by 2028.

Other sustainability developments included Princess Cruises' *Star Princess* becoming the first cruise ship to bunker liquefied natural gas in the city.

"Seattle's cruise industry continues to be a powerful economic engine for our region, supporting businesses and strengthening the communities that make this place special," commented Port of Seattle commissioner Sam Cho.

"Each season, cruise supports thousands of direct and indirect jobs, generates more than \$1.2 billion in annual economic impact, and remains the Port's fastest-growing maritime sector.

"We're honoured that visitors from around the world choose Seattle as their gateway to connect with the natural beauty of the Pacific Northwest and our neighbours in Alaska." *MS*

## Taking on the world

**AZAMARA** Cruises has opened bookings for two shorter journeys as part of its 2029 World Cruise, with the line already seeing strong uptake of the Sydney-Copenhagen part of the trip.

Director of sales Victoria Chigwidden noted Azamara's 139-day ex-Sydney segment is already performing well.

"The combination of a smaller ship, greater inclusions, and access to smaller, more unique ports is clearly resonating with the Australian traveller, offering guests a more intimate and immersive way to explore the world," she explained.

Azamara's Sydney departure is one of three itineraries available as part of the World Cruise, which also includes options from San Diego to both London (179 nights) and Denmark (195 nights).

Around two-thirds of the full World Cruise will be spent in port, including 60 late nights and 16 overnight stays.

Every Azamara World Cruise also includes up to US\$44,000 in additional value, with benefits such as luggage shipping, bonus onboard credit, premium beverage package, unlimited wash & fold laundry and more.

The 702-guest *Azamara Quest* will host the line's 2029 World Cruise.

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**WITH** Halloween just five days away, Disney Cruise Line is already preparing to scare its passengers' trunks off, introducing its new onboard enhanced pumpkin tree character, Solara (**pictured**), debuting on *Disney Destiny*.

Adorned with glowing gourds and glistening dew, the tree is one of three sisters to appear on the Disney fleet, including Boo (*Disney Wish*) and Ginger (*Disney Treasure*).

Solara's name is inspired by 'sol', the Latin word for 'sun'.

She is made up of 26 pumpkins and 31 ember jewels, and will stand tall in *Destiny's* Grand Hall during spooky season.



## Costa lights up loyal guests



**COSTA** Cruises celebrated its most loyal guests this month on a *Costa Favolosa* voyage to see the northern lights, Norwegian fjords and the Arctic Circle (**pictured**).

This year's annual C|Club Cruise called at Bergen, Narvik and Kristiansand, with overnight stays in Trondheim and Hammerfest, one of the northernmost towns in the world, spending a total of two weeks beyond the Arctic Circle.

Sailing from Hamburg from 05-19 Oct, the cruise lived up to the itinerary's name, 'Chasing the

Northern Lights' with guests able to see the aurora borealis for five nights in a row.

The dedicated C|Club themed itinerary is designed exclusively for members and includes special entertainment, guest chefs and unique itineraries.

Costa also unveiled its C|Club Cruise for next year, which will take guests through the western Mediterranean to discover the 'Golden Islands': Elba, Sicily, the Aegadian Islands, Sardinia, Ibiza and Palma de Mallorca. *MS*

## Hillary on Lindblad

**TRAVELLERS** will be able to journey alongside legendary mountaineer Peter Hillary on a voyage with National Geographic-Lindblad Expeditions next year.

The renowned explorer and philanthropist will share his lifetime of adventure with guests on intimate itineraries through Alaska and Antarctica in 2027.

He will become part of the expedition itself, dining with guests, exploring alongside them and sharing conversations and discoveries over the course of the journey.

Hillary is the son of Edmund Hillary, who, along with Tenzing Norgay, completed the first successful ascent of Mount Everest in 1953.

The two Hillarys summited the world's tallest mountain in 1990, becoming the first father-son duo to do so.

Hillary has also completed an 84-day trek across Antarctica to the South Pole, and an expedition alongside Neil Armstrong to land a small aircraft at the North Pole.

## RIVER CRUISE CHANGES COURSE

Here is how the booming sector is entering a new era.

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Travel Daily



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# IT'S LUXURY WEEK!

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