

Cruise Weekly today

CRUISE Weekly today features three pages of the latest cruise industry news.

Terra Nova swap

THE fledgling Terra Nova Expeditions has been forced to swap ships to ensure its inaugural Antarctica season goes ahead.

Operations will now launch with *Terra Nova Adventurer*, as its original ship *St. Helena* remains stuck in the Persian Gulf following a dry dock in Dubai (**CW** 20 Apr).

"Geopolitical uncertainty has forced us to make some tough decisions as we head into our packed-out first season," founder Greg Carter told his LinkedIn followers.

"We're incredibly grateful for all the support and encouragement we've received along the way."

Trafalgar unites brands under one roof

TRAFALGAR is positioning its river cruise product as a way to attract new customers and eventually introduce them to touring, as it unites Insight Vacations and Costsaver under the one brand.

The expanded Trafalgar brand will span five travel categories - tours, small groups, river cruises, rail journeys, and group sales - integrating the former Insight Vacations and Costsaver products into the brand.

Trafalgar will also consist of three value tiers: saver, classic, and premium, giving agents more to sell through one portfolio.

It is hoped the move will make it easier for agents to identify and explain the right experience level and price point for each client, while retaining the product expertise and experiences they already know from Trafalgar, Costsaver and Insight Vacations.

The company's river cruises will sit within the new premium tier, senior vice president Andy Young told **Cruise Weekly**.

"The staff and the service on board are at a five-star level at a four-star price," he explained.

"We have seven new builds that will be hitting waterways between 2028 and 2029 and I've seen some early renders of what those newbuilds will look like, and they will be very contemporary - it will definitely appeal to the premium Australian river cruiser.

"Obviously we have cabins that start at the classic cabin right the way through to our suites, but that product will be positioned as a Trafalgar premium level of product," Young added.

He said Trafalgar views its river cruises product as a customer acquisition channel for its core touring business.

Meanwhile, customers can move between travel styles as their needs change over time.

"We want an agent to be able to come to Trafalgar with a client and find the right way for them to travel, whether that means a premium tour, a small group, a river cruise or a completely different experience as their needs evolve."

Next year's departures, itineraries, experiences and pricing remain unchanged.

Preparing partners for the transition is the 'Your New Era with Trafalgar' hub, which is now live on the Travel Agent Portal, providing a central destination for info, training and resources.

Travel advisors can also request training from their sales manager or complete e-learning at their own pace.

There will also be a webinar on Thu - **CLICK HERE**. **MS**

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A tippie for Texas

JIMMY Buffett-themed cruise line Margaritaville at Sea is set to expand beyond Florida, when it will next year become the seventh brand to sail out of Galveston, Texas.

Margaritaville will sail on Caribbean and Central America cruises from Oct 2027, departing weekly out of terminal 28.

The deal with the Galveston Wharves Board of Trustees is for an initial one-year term with options to review for two additional five-year terms.

Margaritaville currently sails out of Palm Beach and Tampa Bay in Florida, with upcoming departures from Miami.

The ship that will be home ported in Galveston, along with her itineraries, will be announced during a special event at the port later this month, Margaritaville said.

Win a Viking cruise for two



VIKING has launched 'Knock Your Six Off', its biggest trade incentive of the year, giving one advisor the chance to win a voyage for two valued at \$60,000.

The winner can choose any river, ocean, or expedition itinerary and stateroom.

Twenty-six runners-up across Australia and New Zealand will also receive a prize, each scoring 40,000 Rewards by Viking points worth A\$1,000.

The points can be spent in the

Rewards by Viking store **HERE** on items such as gift cards, appliances and homewares.

To enter the draw, agents simply need to sell and deposit any confirmed Viking voyage between 01 Sep and 30 Nov 2026, and register the booking.

Every additional Viking voyage sold earns another entry, and must be logged separately.

Winners will be selected at random - **CLICK HERE** to find out more about the incentive. *JM*

Fred. heads south

FRED. Olsen Cruises has unveiled a new 87-night voyage across the Amazon and Antarctica in 2028.

Departing from Southampton in Jan 2028 aboard *Borealis*, the journey covers 28 ports of call across 17 countries.

The first leg of the sailing takes place in Central America and the Caribbean, calling at the Canary Islands, Costa Rica and more.

This is followed by a 10-day, 1,500km voyage along the Amazon River, before exploring Rio de Janeiro and travelling down South America's east coast to Cape Horn.

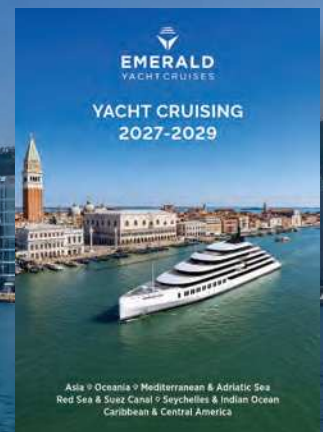
The next three days will see *Borealis* cruise along the Antarctic Peninsula, then head back north to the Falkland Islands, then Buenos Aires, Cape Verde, Spain, and return to Southampton.



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ROYAL Caribbean chief executive officer Michael Bayley is "barking" for help.

The cruise line's head is asking passengers to help name its next chief dog officer, with the newest good girl to serve aboard *Hero of the Seas* when she launches in Aug.

Potential names have been narrowed down to seven finalists, with cruisers able to cast their vote before Bayley makes the final decision.

The dog will become Royal Caribbean's fourth CDO, following Rover, Sailor (pictured) and Skipper, who serve aboard Royal Caribbean's first three Icon-class ships - more info on the vote [HERE](#).



HAL honours Alaska



HOLLAND America Line (HAL) recently invited a group of Australian and New Zealand trade representatives on an Alaska famil on board *Koningsdam*.

Hosted by sales manager Belinda Clark and key account manager Erin King, the trip combined both land and sea.

Beginning in Anchorage, passengers travelled through Denali National Park, then on to Fairbanks and Dawson.

Once guests made it to Skagway, they jumped aboard *Koningsdam*, cruising through Glacier Bay and

the Inside Passage, with a stop in Ketchikan, before finishing the voyage in Vancouver.

"Of all the cruisetours we have available, if you have clients wanting to really see Alaska, with the wildlife and those smaller more unique towns, then the Denali & Yukon [trip] really is the way to go," Clark explained.

"It truly combines small town Alaska, great people and stunning scenery and wildlife.

Then having the Inside Passage to cruise with whales etc is the icing on the cake," she added. *JB*

Rise of the mocktail

ROYAL Caribbean has reported a growing demand for non-alcoholic beverages, with the cruise line's data showing a shift in drinking habits among its guests.

While people are not giving up alcohol completely, they are drinking it in moderation, according to the research.

Royal Caribbean has responded by expanding its zero-proof range to include 19 mocktails, beers and wines.

"The data is clear," said SVP food and beverage, Linken D'Souza, during a webinar with travel advisors this week.

"Everybody is making different choices and a lot of it is driven by health."

D'Souza attributed the trend to factors including increased use of weight loss drugs, which can result in dehydration and stomach irritation when mixed with alcohol.

He also pointed to a difference in the attitudes of the younger generations towards alcohol, as they continue to make up a higher percentage of passengers.



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