

Cruise Weekly today

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

CCL Rewards launch

CARNIVAL Cruise Line's (CCL) overhauled Carnival Rewards program has launched, with guests now primarily recognised for their spending with the brand rather than nights sailed (**CW** 16 Sep).

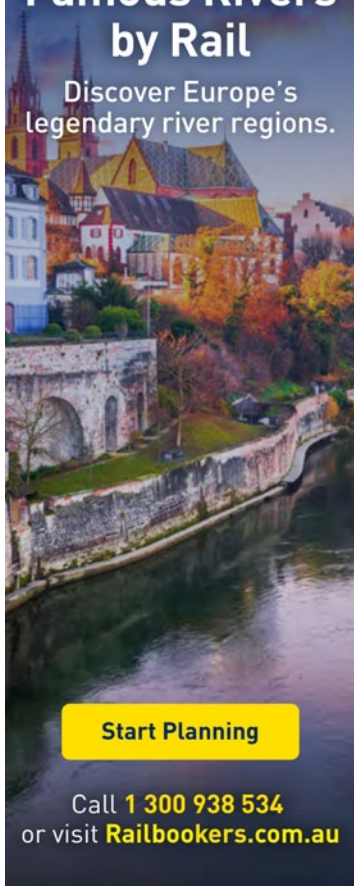
The new Carnival Rewards replaces the previous VIFP program, which was first launched in 2012.

Carnival Rewards has attracted criticism from some guests, who believed the loyalty they had amassed had been "overlooked".

railbookers

Famous Rivers by Rail

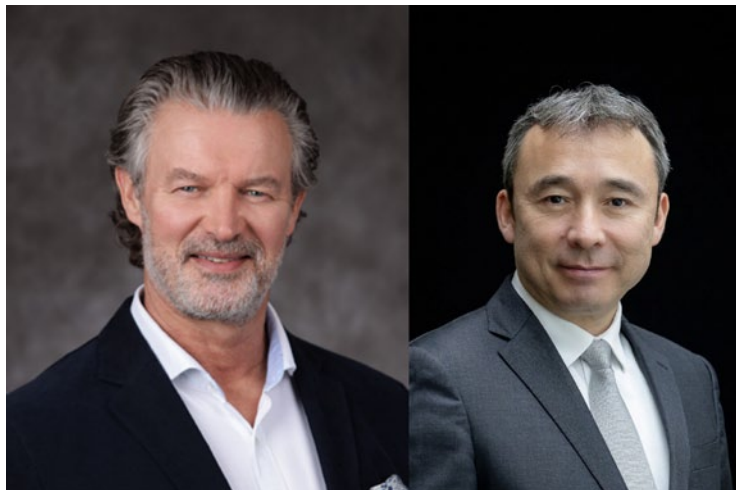
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Scenic's two big hires



SCENIC Group has appointed two new executives to its global leadership team, Sture Myrmell and Riko van Santen (**CW** breaking news yesterday).

Myrmell (pictured left) has joined Scenic as the company's new chief operating officer, based out of its Switzerland office.

He will lead global operations across the Scenic Luxury Cruises & Tours and Emerald Cruises portfolio of luxury river and ocean cruising, as well as its land journey products.

Myrmell previously served almost 25 years in a variety of roles with Carnival Corporation, including as president of its Australia and United Kingdom offices, and head of the former P&O Cruises Australia brand.

He most recently served as president of Saudi Arabia-based Aroya, a role he held for less than six months (**CW** 18 Mar).

The Australian-based cruise line hailed Myrmell for his in-depth knowledge across operations, commercial strategy, guest experience, market development, and more.

"I am delighted to be joining the business at such an exciting time and look forward to working with our global teams to build on this strong foundation," he said.

"Scenic Group has built an exceptional reputation

for innovation, quality, and delivering truly memorable travel experiences," he added.

"There is a significant opportunity to further strengthen operational excellence while continuing to deliver the elevated guest experiences that define Scenic Group's brands."

The company's founder & chair Glen Moroney said Myrmell's appointment represents an important step in building on its continued growth.

"Sture is one of the most experienced and highly respected leaders in the global cruise industry," he said.

"His depth of operational expertise, commercial acumen, and proven ability to lead international teams will be invaluable as Scenic Group continues to expand its luxury yacht and river cruise portfolio."

Meanwhile, van Santen (pictured right) joins Scenic with more than 25 years of global leadership experience in technology and digital transformation across the international hospitality sector.

Van Santen, formerly chief information officer at Kempinski Hotels, will lead Scenic's technology strategy to support business growth, digital innovation, cybersecurity, and data-led decision-making. *MS*

Princess has arrived

PRINCESS Cruises has officially launched its 2026-27 Australian summer season, with *Crown Princess* sailing into Sydney today following her 114-night world cruise.

Crown is the first of four Princess ships visiting Australian waters this summer, including *Royal Princess*, *Grand Princess*, and *Coral Princess*.

Across the season, the cruise line will operate 62 departures across 42 itineraries.

The season is expected to generate an estimated \$231 million in economic impact across Australia, supporting local businesses, producers, and tourism operators around the country.

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SeaDream to build *SeaDream III* in 2029

SEADREAM Yacht Club has announced a new ship, *SeaDream III* (pictured), which will begin sailing in Asia in Jul 2029.

The vessel will visit six continents, including Australia, as well as 73 other countries, and more than 350 ports during her first 24 months.

SeaDream III is the first new ship to join the cruise line's fleet in its 25-year history, with reservations for its inaugural voyages opening today.

The ship will welcome around 200 guests, and boast a pax-to-crew ratio of nearly 1:1.

Guest accommodations will span five decks and include a selection of suites, Commodore staterooms, and connecting configurations, with private balconies across four guest decks.

SeaDream III's design is centred around 'open-air living', with expansive upper decks, a



dedicated pool deck, and multiple indoor and al fresco spaces for dining, gathering, and relaxing.

Three dedicated watersport marinas will provide direct access to the sea, building upon one of the signature experiences aboard *SeaDream I* and *SeaDream II*.

The new ship will also feature expanded spa, fitness, and wellness offerings.

SeaDream III will embark on her maiden voyage from Hong Kong on 10 Jul 2029, sailing through the Ryukyu Islands and along Japan's Pacific coast before

arriving in Tokyo for her official christening on 21 Jul.

The 10-night maiden voyage will feature extended stays in Ishigaki and Yakushima, along with calls in Okinawa, Amami Oshima, Kochi, and Shimizu.

Following her first season in Japan, *SeaDream III* will continue to Southeast Asia, Indonesia, New Zealand, and Australia, where the cruise line will return for the first time since 2014, with highlights including the Great Barrier Reef, Tasmania, and New Year's Eve in Sydney Harbour. *MS*

HX introduces app

NEW guest experience updates are coming across the HX fleet, with the cruise line having recently rolled out its first-ever standalone app.

Introduced across *Fridtjof Nansen*, *Road Amundsen*, *Fram*, and *Spitsbergen*, the app provides guests with access to essential travel information, real-time expedition updates and a range of onboard services throughout their journey.

The app allows travellers to make restaurant reservations, browse and book excursions, access daily programs, and stay informed with the latest expedition announcements and itinerary updates.

Also introduced aboard *Fridtjof Nansen*, *Road Amundsen*, and *Spitsbergen* are new informal 24/7 grab & go food stations.



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A MYSTERIOUS, vanishing island sounds like something out of a novel, but it is apparently a real phenomenon in British Columbia.

A local spotted the parcel of land - estimated to cover an area of over 9,750m² - while out fishing on the Williston Reservoir, BC's largest freshwater lake.

He shared images of the tree-covered island to local Facebook groups and reported it to BC Hydro, the government-owned entity responsible for operating the reservoir, who was initially sceptical but able to confirm its existence using satellite imagery from Jul.

BC Hydro spokesman Bob Gammer believes the island formed over several years, explaining that driftwood can accumulate along the shore, and plants and trees can then take root in the decomposing wood, resulting in a landmass atop the water.

It then likely broke free from the shore due to rising water levels, he added.

"We've been taking more updated snapshots and we can't see the object anymore, so it's disappeared now," Gammer said.

"It doesn't mean it's gone to the bottom of the reservoir.

"It may have returned to a more sheltered area along the shoreline," he explained.

Safaris before sailing



LUXURY expedition cruise line Atlas Ocean Voyages has unveiled seven new pre-trip land experience programs to complement its Kenya and South Africa itineraries aboard *Atlas Adventurer* in 2029.

Each program allows guests to immerse themselves in the region before boarding the ship, with a variety of itineraries on offer to suit different durations and levels of exclusivity.

In Kenya, guests will be offered an A&K Sanctuary journey across three private reserves, or one of two new safaris with Atlas, including a four-day introduction to Amboseli and Tsavo East.

Meanwhile, there are four Cape Town excursions now available, highlighting the vineyards of Cape Winelands, the private reserves at Greater Kruger, and the wilderness within the Okavango Delta and Chobe, in addition to a visit to Victoria Falls.

Itineraries include the 'Cape Winelands Discovery' based at the boutique Le Quartier Francais in Franschoek; the three-

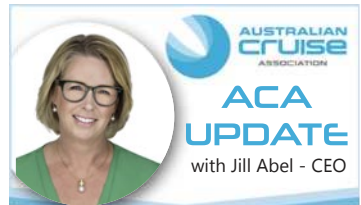
night 'Kruger Safari and Lion Sands Game Reserve' trip; the 'Northern Kruger Safari'; and a six-night Botswana safari.

"An expedition doesn't have to begin upon arrival at the yacht," James Rodriguez, president and CEO of Atlas Ocean Voyages said.

"Whether guests are joining us from Mombasa or Cape Town, we've partnered with the finest safari operators in Africa to ensure every land experience program reflects the same craftsmanship and exclusivity our guests expect at sea.

"From Abercrombie & Kent's private conservancies in Kenya to South Africa and Botswana's legendary game reserves, these programs let our guests begin their expedition long before they ever step aboard *Atlas Adventurer*," he added.

"These new safari experiences give our guests the chance to enhance their journey with a truly immersive land excursion encountering Africa's extraordinary wildlife and landscapes," Rodriguez said. *JHM*



Beyond the Berth

AS OUR industry gathers in Brisbane this week for the 2026 Australian Cruise Association Conference, there is already plenty happening beyond the conference room.

One of the opportunities our conference creates is bringing cruise executives to Australia and using the days surrounding the event to showcase our destinations.

This year, we have hosted executives from Holland America Line, Seabourn and Viking, with visits spanning Brisbane, Townsville, Magnetic Island, Airlie Beach, Cairns, Mount Mulligan, Sydney, Melbourne, Geelong, Hobart and Port Arthur.

These visits showcase what makes Australia such a compelling cruise destination, from climbing the Sydney Harbour Bridge and discovering Mount Mulligan Lodge as a pre- or post-cruise option, to experiencing our wildlife, landscapes and culture.

They also showcase our extraordinary food, wine and beverages - connecting visitors with our regions and often finding their way onboard through locally inspired menus and products.

It perfectly reflects this year's conference theme, Building Value Beyond the Berth. Cruise tourism reaches well beyond our ports, creating opportunities for destinations, tourism operators, producers and communities.

It is also the story behind the newly launched Paddock to Port initiative, demonstrating how far the cruise supply chain extends into the Australian economy.

As we gather in Brisbane tonight, we have a great story to tell - and an even better one to show.