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Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a cover wrap from **Regent Seven Seas Cruises**.

Linkd is flying high

SWAN Hellenic has appointed Linkd Tourism as its PR agency of record, tasked with focusing on driving brand awareness and supporting bookings growth.

The appointment comes as Swan Hellenic chief commercial officer Mario Bounas prepares to visit Australia for Cruise360 next week, where he will serve as one of the conference's key international panellists.

"The Linkd PR team has significant experience in the cruise sector, and we're excited to be able to work with a brand that has such a clear vision of its offering and points of difference," the agency's GM PR & marketing Emma Prineas said.

"What's particularly exciting in our region is Swan Hellenic recently announcing an expansion of its 2027 Asia-Pacific deployment."

The expanded program features 10 cultural expedition voyages, which will run from Mar through to Oct 2027 (**CW** 02 Jun) aboard *Minerva*, sailing on a range of 10-to-13-night Pacific itineraries.

Nuclear on the horizon?



NUCLEAR-POWERED cruise ships may not be as far off as they seem, according to Cruise Lines International Association (CLIA) chief executive Bud Darr.

Speaking at last week's Australian Cruise Association Conference in Brisbane, the CLIA head said that, although nuclear-powered ships are not an immediate possibility, the thinking is now far more conventional than it once was.

"That technology, and that potential propulsion system, whereas five years ago it was pretty abstract, it is right now mainstream thinking that could make its way into the cruise sector," Darr revealed.

"I think the controlling power is not going to be the technology, it's going to be whether the regulatory environment and the public policy environment is ready to take it," he questioned.

Nuclear propulsion is an idea that is not without precedent

in the cruise sector: Norwegian shipbuilder Ulstein Group in 2024 revealed a concept for *Thor* (pictured above), a 150-metre nuclear-powered cruise ship, which is also designed to act as a floating mobile charging station for smaller, fully electric vessels.

Hurtigruten also explored nuclear power for its zero-emission Sea Zero project, chief executive officer Hedda Felin said, before opting for large-capacity batteries (**CW** 13 Mar 2024).

MEANWHILE, the diplomatic deadlock around the International Maritime Organization's Net-Zero Framework is beginning to thaw, Darr also revealed.

Although he does not expect a final agreement this year, Darr said the ideological block dividing the United States and European camps is beginning to change.

"We want this to happen, we want it to be practical, something we could do and still stay in business," he explained. *MS*

RSSC's new edition

REGENT Seven Seas Cruises (RSSC) has launched its 2027 Europe Edition, offering 25% off select 2027 sailings, along with a complimentary two-category suite upgrade.

Featured voyages include the 12-night 'Splendour of the Isles' itinerary departing 15 Jun 2027, as well as the nine-night 'Toast of Toulon' trip departing 31 Aug 2027.

See more on the **cover page**.

A quick evolution

HOLLAND America Line (HAL) has confirmed that the transformation of *Oosterdam* (**CW** 07 Sep) will now take place five weeks earlier than planned, which will see her return to service 31 Oct 2027.

The revised scheduling has allowed HAL to add five extra voyages aboard *Oosterdam*, spanning the Mediterranean, Atlantic and the Caribbean.

However, HAL has also cancelled multiple previously-published voyages between 11 Sep 2027 and 09 Dec 2027, with affected guests and advisors contacted directly.

Led by HAL's renovation program, Holland America Evolution, *Oosterdam* will have several of her public spaces redesigned, including Ocean Bar, which will feature a new stage accommodating for pianists and cabarets.



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Amazon on Quest

SEABOURN Cruise Line has unveiled a new 30-day itinerary inviting guests to experience the best of Amazon river cruising.

The 'Amazon Explorer: Rivers & Waterfronts' sailing will see guests discover one of South America's most captivating regions from the luxury of *Seabourn Quest*, visiting 15 destinations in seven countries, sailing from 18 Nov-18 Dec 2028.

The voyage follows a route from the Caribbean into the Amazon River, exploring the region's vibrant cultures, remote communities, and changing landscapes.

"The Amazon is one of the world's most fascinating destinations, offering a sense of exploration unlike anywhere else in the world," president Mark Tamis said.

"*Quest* will take guests into the heart of the Amazon to discover its extraordinary landscapes, cultures and traditions, while delivering the personalised service, thoughtfully curated experiences and intimate atmosphere that define Seabourn," he added.



World Asia is raising the bar



MSC Cruises has unveiled five new bar and lounge concepts aboard *MSC World Asia*.

The ship will feature more than 40 bars, lounges and restaurants in total, with new experiences to include the Pan Asian Bar.

Overlooking *World Asia's* Promenade, the venue (**pictured**) forms part of the flagship's new Pan Asian Street Food restaurant, one of three venues within the concept inspired by street food.

The bar will offer Southeast Asian-inspired specialty cocktails and beverages, including jasmine mojitos, rose and strawberry daiquiris and matcha coladas.

Guests can also enjoy a variety of beers from throughout Asia, as well as a draft beer specially crafted at sea, Oceanic Asian, featuring Asian-inspired notes.

At the Clubhouse & Soda Bar, guests can create personalised sodas, choosing a base and adding cream, syrups, and toppings.

At night, the space evolves into a social hub with a variety of cocktails and mocktails available to suit guests of all ages.

The new Terraces Bar & Lounge will capture the charm of the Italian aperitivo in a relaxed, refined setting, with panoramic sea views providing the backdrop.

Guests can savour classic cocktails including a negroni or Aperol spritz, alongside a curated selection of spritzes, wines, and prosecco, complemented by traditional bites such as focaccia and olives.

Also new will be the Sky Box Bar, situated within the Luna Park Arena, offering an intimate space to enjoy premium drinks and unique cocktails.

The final addition will be the Coral Cove Bar, located within the Coral Cove Pool, inspired by the beauty of a Philippine coral reef, offering a relaxed poolside retreat where guests can enjoy a selection of classic drinks. *MS*

Atlas' record high

ATLAS Ocean Voyages has revealed that it recorded its best single-day booking performance in history on 31 Aug, off the back of rising demand across its current fleet, as well as future sailings aboard *Atlas Adventurer*.

While Atlas noted close-in demand for limited availability on Antarctica sailings in Nov and strong advance bookings for next year, the momentum is also reflected in what guests are booking.

"31 Aug was an important milestone for Atlas, but what is most significant is what is driving the momentum," president & chief executive officer James Rodriguez said.

"Guests are telling us what they value through what they are booking."

"They are choosing the suite categories, experiences and destinations that allow them to go deeper into a place while still having the comfort, service and sense of privacy they expect from a luxury vacation," he added.

Advance bookings on *Atlas Adventurer* are building strongly ahead of her Nov 2028 debut in Japan, with 50% of Owners suites already reserved, Atlas said.

She will then operate subsequent sailings across Asia, Africa, the Mediterranean, and more.

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CAN the same lake have two names, depending on which side of the border you're standing on?

Apparently it can, if you're standing at Lake Ontario, where maps in the US are increasingly showing the Great Lake as 'Lake America', following an order from the US President Donald Trump.

Trump directed the US govt to rename the lake after trade talks with Canada broke down, prompting the US Geographic Names Information System (GNIS) to add 'Lake America' and remove 'Lake Ontario' from its federal database.

But that doesn't mean the rest of the world has to follow suit, and we're sure Trump's Canadian counterparts won't be doing so anytime soon.

The change is now live on Google and Apple maps in the US; Australian maps will show both names.

Ritz-Carlton unveils 2028



THE Ritz-Carlton Yacht Collection has announced its itineraries for the 2028 European summer season, which will boast 52 voyages on *Evrima* and *Ilma*.

Cruises will sail from late Apr through to Oct 2028, ranging from coastal towns on the Mediterranean to the islands and fjords of Northern Europe.

Highlights aboard *Evrima* include seven nights from Nice to Rome departing on 14 May 2028, along with nine nights from London to Copenhagen departing on 12 Jul 2028.

Evrima itineraries also sail through UNESCO-listed fjords of Norway, as well as the medieval towns of the Baltics and the volcanic coastline of Iceland.

Passengers sailing aboard *Ilma* can enjoy seven-night round-trip voyages from Athens departing on 09 May 2028, or a seven-night Rome round-trip departing on 27 Jul 2028.

Aboard both vessels, guests can make the most of private excursions and select group excursions, with reservations open now. *JB*

Pearl reveals 2028

PEARL Expeditions has unveiled its 2028 calendar of expeditions, featuring a range of new and refreshed itineraries across northern Australia and the Indo-Pacific.

Highlights of the program include additional Great Barrier Reef and Torres Strait departures, expanded charter flight access and immersive wildlife-focused experiences.

The season will see passengers explore the Kimberley, Arnhem Land, the Tiwi Islands, the Torres Strait, the Great Barrier Reef, Raja Ampat, the Spice Islands, Borneo, and Papua New Guinea, on voyages of seven to 11 days.

Meanwhile, expanded charter flight access will include dedicated services from Cairns for PNG departures, and from Darwin for Raja Ampat sailings.

Designed to reduce transit time for passengers, the charter flights provide direct connections and allow additional cruises to new destinations to take place.



SAILING INTO OPPORTUNITIES

CLIA Australasia executive director Joel Katz on the growth in cruise.

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