

SIGNATURE Travel Club



Signature Media launches a *subscription travel club* this October. Here's what members get:



a monthly
magazine
delivered to
your door



complete digital
archive access,
member-only



member-only
deals, offers &
discounts



go in the draw to
win monthly travel
prizes valued at
\$10,000 or more

SIGN UP NOW

Prize Partner opportunities *now open*

Every month one member wins a travel experience valued at \$10,000 or more. We're talking to operators, hotels and tourism boards about supplying them, with editorial and social support across our four titles. For more information contact alana@signaturemedia.com.au

Cruise Weekly today

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

New Travel Club

SIGNATURE Media, the parent company of **Cruise Weekly**, is launching a subscription travel club in Oct.

Members get a monthly magazine delivered to their door; special deals, offers, and discounts; and will go into the draw to win monthly travel prizes valued at \$10k or more.

They will also get complete digital archive access to Signature magazines, which is available only to members.

Prize partner opportunities are also now open for operators, hotels, tourism boards and more - head to the **cover page** for information.

Hey ChatGPT, plan me a Princess cruise

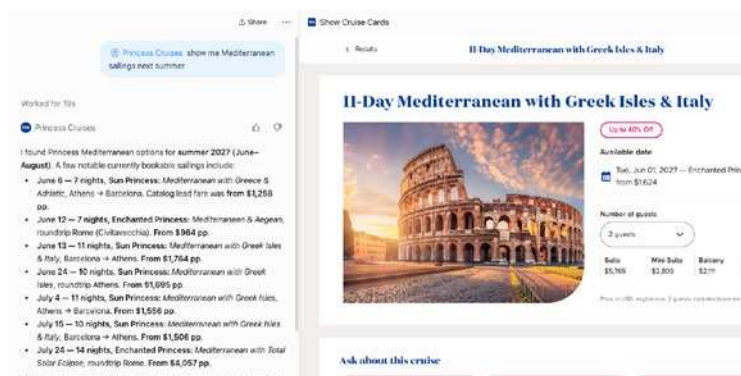
PRINCESS Cruises has become the first global cruise line to launch an AI-powered cruise planning app for large language models (LLM), with its new agentic experience designed to make it easier to discover, compare, and plan voyages.

The native app lives within ChatGPT, putting the brand at the forefront of LLM discovery, while keeping travellers connected to Princess' booking system.

ChatGPT can now connect directly with trusted information and services within the Princess website, including the cruise line's destinations, ships, pricing and availability.

Users can tag @princesscruises to install the Princess app within ChatGPT and also use the conversation to refine their plans, but cannot complete their booking within the chat.

Other features allow users



to find cruises by destination, date, and length; compare Princess itineraries and ships; explore ports, shore excursions, cruisetours, onboard experiences, and packages; check current cruise pricing and availability; and narrow options based on individual preferences.

"There is a broader shift in travel discovery as consumers increasingly use generative AI not simply to find information,

but to help evaluate choices and plan increasingly complex trips," Princess vice president digital commerce & experience Neena Vicente said.

"This launch places Princess at the forefront of agentic commerce in the cruising industry, creating a new entry point into cruise discovery that inspires guests to find the vacation that is right for them," she said. *MS*



Flights *ON US*



Economy airfares included
up to \$2,800 per person*

For a limited time, clients will enjoy included economy airfares up to AU\$2,800pp when they book a river, ocean or expedition voyage. These offers are available for select 2027-2029 voyages from 5 August 2026 until sold out.

BOOK ONLINE & DOWNLOAD MARKETING ASSETS AT **VIKING.COM/ADVISOR**
OR CALL **138 747** TO SPEAK TO OUR LOCAL CRUISE RESERVATIONS TEAM

*Terms and conditions apply.



Travel Daily
**SPECIAL REPORT
 OUT NOW**
River Cruising
starts a new chapter
 >> **CLICK HERE TO CHECK IT OUT**

Discover Ponant this Oct and Nov

PONANT Explorations is bringing back its Discovery Sessions in Oct and Nov.

A series of exclusive events will take place across Melbourne, Perth, Sydney and Brisbane, offering guests, travel partners and their clients an opportunity to discover Ponant's new 2028 and 2029 itineraries.

The program will be brought to life through the insights and experiences of Ponant experts, including Captain Mathieu Tsingilaras, who will be visiting Australia for the first time.

He will share his extensive experience across Antarctica, the Arctic, Polynesia and beyond.

There will also be exclusive event-only offers, including an additional 5% saving on staterooms and suites for voyages departing within 12 months of the event, or a €300 shipboard credit per person for voyages



departing more than 12 months after the event, alongside early booking savings of up to 30%.

Each Discovery Session will include music, canapes and beverages, with guests able to explore interactive screens, browse the latest brochures and engage with Ponant experts

before the presentations.

Guests are encouraged to register early, with limited capacity at each location, with advisors able to register **HERE** for themselves and their clients.

For general registrations, travellers can sign up **HERE**. *MS*

Pictured: Le Lyrial.

APT goes early

APT has announced the early release of its 2028 Australian itineraries, giving guests the opportunity to secure its 11-day 'Kimberley Coastal Expedition' ahead of the full program launch.

Available in both directions between Broome and Darwin, the 2028 season marks a new chapter for APT's Kimberley cruising program, with all departures operating aboard Ponant Exploration's *Le Jacques Cartier*.

The sailing offers an in-depth exploration of the Kimberley, showcasing the region's rugged coastlines, spectacular gorges, powerful waterfalls and significant Indigenous cultural sites.

Highlights include Zodiac explorations to Horizontal Falls, cruising through King George River and more. *MS*



What's New for 2027-2029

- NEW Emerald Raiya
- NEW Emerald Xara
- NEW Asia Cruising
- NEW Australian & South Pacific Cruising
- NEW Yacht & River cruising combinations

NEW Luxury Yacht Cruising 2027-2029 brochure out now



Click for new brochure



INTERIOR staterooms may be the least sought-after accommodations on a cruise ship, but *Carnival Adventure's* staff captain Daniela Gargiulo has provided some tips and tricks to make that experience on the inside more pleasant.

Speaking with *Nine.com.au*, Gargiulo said that jazzing up an interior stateroom is all about cultivating ways to feel more connected, despite being unable to see the ocean. "If you're in an interior stateroom, turn the room's TV on to the live ship cameras which give you a front-row view of where we are heading," she said.

Beyond the joys of an interior room, Gargiulo also said cruise-goers should always pack a jacket, even in the Pacific, with guests often finding themselves unexpectedly cold out at sea.

Cruise Month setting sail

THIS year's Cruise Lines International Association (CLIA) Cruise Month will offer an expanded webinar series for travel advisors once the annual campaign begins next month.

CLIA's biggest-ever program of webinars will include almost 40 individual sessions throughout Oct, each aligned with Cruise Month's four weekly themes: ocean cruising (04-10 Oct), river cruising (11-17 Oct), expedition cruising (18-24 Oct) and luxury cruising (25-31 Oct).

The webinars are available exclusively to CLIA members and will be accessible online each Tue, Wed and Thu, with choices available at 10am, 12pm, 2pm, and 4pm AEDT.

Each webinar will be presented by a different CLIA cruise line, giving advisors insight into each brand's latest initiatives including their newest ships, itineraries, sales tips and knowledge.

CLIA managing director Joel Katz said this year's Cruise Month webinar series builds on last year's successful program.

"Our Cruise Month webinar program is designed to give travel



agents the insight they need to engage their clients and inspire them to select their next cruise," Katz said.

"Cruise Month is an opportunity to create a buzz around cruising and the summer sailing season, so the webinar program is a great way to gain up-to-date product knowledge and inspiration to share with clients.

Under the banner #LoveCruise, this year's Cruise Month campaign will bring a fresh cycle of social media activity, digital advertising, education opportunities, and other promotional initiatives designed to build excitement around cruising and direct travellers to their local CLIA travel advisor. *MS*

Heritage islands trip

HERITAGE Expeditions has released a new South Pacific voyage exploring Fiji, Samoa, Tonga, and more.

The new 11-day cruise, 'Tropical Islands of Fiji, Samoa & Tonga', pairs iconic South Pacific destinations with rarely-visited islands and atolls often overlooked by tourists, such as Wallis & Futuna.

Highlights of the Fiji return itinerary include discovering the limestone islands of Fulaga, the lush jungles of Bouma National Heritage Park and Tafua Rainforest Preserve, and snorkelling in Palolo Deep Marine Reserve and the iconic Swallows Cave.

Guests will also discover ancient Polynesian traditions, World War II history, and reef-fringed lagoons across Wallis & Futuna, including the Important Bird Area of Alofi.

Guests also have the opportunity to explore the region's jungles in search of the Samoan flying fox, Fijian monkey-faced bat, and rare endemic birds including the taveuni silktail and mao.



RACE THE BDM AND WIN A \$250 GIFT CARD!

Your Carnival BDM has set the pace. Now it's your turn to take on the challenge!

Create a Carnival booking in GoCCL using the details provided, record a time under 2:00mins and submit your video and entry form for a chance to win. **Win 1 of 12 \$250 gift cards across the 5-week challenge.**

Ready, Set, GoooooooCCL!

*Video Submission Terms and Conditions Apply. Visit GoCCL.com.au for full details. Promotion starts at 12:01am 1/9/2026 and ends at 11:59pm 3/10/2026. Open to registered travel agents aged 18+.

ENTER TODAY



cruiseweekly.com.au
cruiseweekly.co.nz

Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australasia's leading travel industry cruise publication.

EDITORIAL

Editor - Myles Stedman
Travel Daily Editor & Acting Editorial Director - Adam Bishop
Senior News Journalists - Zach Havard and Janie Medbury
Journalist - James Bale
Editor-at-large - Bruce Piper
Editorial Director - Damian Francis
Associate Publisher - Jo-Anne Hui-Miller

Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.

ADVERTISING & MARKETING

Head of Sales & Marketing - Sean Harrigan
Business Development Manager - Kara Stanley
advertising@cruiseweekly.com.au

GENERAL MANAGER & PUBLISHER
Matthew Vince

ACCOUNTS

accounts@traveldaily.com.au
info@traveldaily.com.au
Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220
Tel: (Int'l) 1300 799 220

