

AUSTRALIANS WILL BE ALLOWED TO TRAVEL WHEN WE REACH 80% OF THE POPULATION VACCINATED, SO LETS

#givetravelashot  
#letsgetto80



## GET INVOLVED!

1

### GET YOURSELF VACCINATED

Getting yourself vaccinated is an important and effective step in both protecting yourself from COVID-19, and in helping Australia open up to the world.

2

### USE THE HASHTAGS ON SOCIAL MEDIA

Use #givetravelashot and #letsgetto80 on all your social media posts to encourage friends, family, clients and anyone else to get the jab.

3

### ACCESS OUR TOOLKIT OF ASSETS

Coming soon! We're putting together a range of social media assets that you can use on your own channels and in communications with clients and customers.

4

### WIN YOURSELF A GIFT CARD

Every week *Travel Daily* will run a page with a collection of the best social media posts using the hashtags and our top pick will win a \$50 gift card.

#givetravelashot

#letsgetto80

#gettravelready

#betravelready

### Cruise Weekly today

**Cruise Weekly** today features three pages of all the latest cruise industry news plus a cover page from the **#givettravelashot** campaign.

### #givettravelashot

**CRUISE Weekly** and its sister publications **Travel Daily** and **travelBulletin** have launched a new campaign to encourage Australians to get vaccinated so borders can reopen.

The social media initiative centres on the hashtags **#givettravelashot** and **#letsgetto80**, reflecting the phased targets set by Prime Minister Scott Morrison.

The whole cruise community is encouraged to use the free collateral on offer in any communications with clients, suppliers and other stakeholders, because clearly, coronavirus vaccination is going to be a key factor in getting the sector going again.

A toolkit including social media assets, Facebook frames, Instagram images, logos and downloadable artwork is now available at [traveldaily.com.au/givettravelashot](http://traveldaily.com.au/givettravelashot), with more items to be added in the coming days.

In addition, the best social media post using the hashtags will be published in **Travel Daily** each week and will win a \$50 gift card.

## NCL can ask for vax-port

**UNITED** States District Judge Kathleen Williams has ruled Norwegian Cruise Line (NCL) can require passengers from Florida to show proof of their coronavirus vaccination.

The federal judge granted NCL's request for a preliminary injunction of a Florida law prohibiting businesses from requiring customers to show proof of vaccination (**CW** 28 Jul).

Williams said NCL would likely prevail on its argument the vaccine passport ban, signed into law by Florida Governor Ron DeSantis (**pictured**) in May (**CW** 31 May), jeopardises public health, and is an unconstitutional infringement on the cruise line's rights.

Violations of the law could have triggered a penalty of USD\$5,000 per passenger, which NCL attorney Derek Shaffer said no cruise line could afford to withstand.

NCL is currently challenging the law in court, but until the case heads to trial, passengers aboard *Norwegian Gem's* first trip from Florida since the pandemic on 15 Aug will have to show proof of vaccination.

NCL Holdings Chief Executive Officer Frank Del Rio said the company's efforts are to ensure the safety of passengers and crews.

"The health and safety of our guests, crew and the communities we visit is our



number one priority, today, tomorrow and forever," Del Rio said.

"It's not a slogan or a tagline, we fiercely mean it and our commitment to these principles is demonstrated by the lengths our company has gone through to provide the safest possible cruise experience from Florida."

Shaffer described the situation in the state as "scary", with coronavirus infection levels having risen 51% in the last week.

Attorney for Florida Pete Patterson said the law protects the civil liberties of customers, and prevents businesses from differentiating against the unvaccinated.

"You can't discriminate against customers on the basis of their refusal to give you information," Patterson said.

## New Carnival rules

**CARNIVAL** Cruise Line (CCL) will require masks for all guests, regardless of vaccination status, after a "small number" of coronavirus cases" were detected aboard *Carnival Vista*.

All guests on CCL cruises will be required to wear facemasks in indoor areas on board.

CCL President Christine Duffy said the decision was made to match the lead of similar tourism sectors, including Las Vegas casino, Disney theme parks, and Broadway theatres.

"These new requirements are being implemented to support their efforts to protect public health," she said.

"We expect these requirements will be temporary and appreciate the cooperation of our guests."

"Our first month of guest operations has been met with tremendous enthusiasm and very positive guest feedback, and we are committed to continue our restart with both fun and safety in mind."

A number of Carnival Corporation brands will also require a pre-cruise coronavirus test, starting 14 Aug.

All guests travelling with Carnival Cruise Line, Holland America Line and Princess Cruises must be tested within 72 hours of departure, and show proof of a negative test.



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THE SERIES

## THE GREAT CRUISE COMEBACK

Take a behind-the-scenes look at NCL's return to cruising.

WATCH THE LATEST EPISODE





## NCLH promotions

**NORWEGIAN** Cruise Line Holdings (NCLH) has promoted Andrea DeMarco to Chief Sales & Marketing Officer for Regent Seven Seas Cruises.

DeMarco has been with NCLH for nine years, most recently serving as Senior Vice President of Investor Relations, Corporate Communications & ESG.

She will work side-by-side with Regent Seven Seas President & Chief Executive Officer Jason Montague.

Replacing her will be Jessica John, who has been with NCLH since Nov 2019, working on many aspects of the company's COVID-19 pandemic response, including multiple capital markets transactions.

Both women will assume their new roles from next month.

## Play it again, P&O



**P&O** Cruises Australia is returning for an encore as a major sponsor for the Groundwater Country Music Festival (**pictured**).

It will be the second year P&O Australia has sponsored the Festival, which will run from 12-14 Nov.

P&O will serve as the naming partner of the People's Choice Award, with festival-goers to vote for their favourite act, who will perform at P&O's Country Music Festival at Sea.

Voters will go into the draw to

win two tickets for one of three country music cruises, which will depart Sydney, Brisbane and Auckland late next year.

P&O first sponsored the People's Choice Award at the 2019 Festival, ahead of the cruise line's inaugural country music sailing in Dec 2019.

The company's country music cruises sail from Brisbane on 12 Oct 2022, Sydney on 09 Dec 2022, and Auckland on 11 Nov 2022.

Fares start from \$529 per person quad share.

## Delayed Venture

**SEABOURN** Cruise Line has announced a new date for the inaugural voyage of *Seabourn Venture*.

The ship will now depart on her maiden voyage from Greenwich on 10 Apr 2022, after the T. Mariotti shipyard informed Seabourn of her delay.

*Venture* will sail two new itineraries around the United Kingdom, including the inaugural voyage from Greenwich, with those cruises to go on sale next Thu.

Guests currently booked on *Venture* voyages scheduled to depart between 11 Dec 2021 and 24 Apr 2022 will receive more details soon about their booking.

*Venture's* yet-to-be-named sister expedition ship is also under construction at T. Mariotti.

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*on select voyages!*



The Leader in Polar Adventures

**LEARN MORE**

## Did you know?

Travel & Cruise Weekly's fortnightly consumer magazine called *Keep Dreaming* is specially designed for agents to send their clients.



### Bringing up the ton

**CRUISE** specialist travel agency Clean Cruising is facing the \$100 million landmark of cancellations this week.

Clean Cruising General Manager Dan Russell said his company had now seen well over a full year's turnover wiped out with the combined impact of international border closures, interstate border restrictions and the ban on cruise ships.

Russell said it was profoundly disappointing both federal and state governments are yet to produce a framework for the resumption of cruising more than a year after the cruise ship ban was applied.

"There are hundreds of other travel agents across Australia for whom cruising is a key part of their business," he said.

## God bless American



**AMERICAN** Cruise Lines has accepted delivery of *American Melody*, and has announced the name of its fifth and sixth modern riverboats as *American Symphony* and *American Serenade*.

*Melody* was delivered by Chesapeake Shipbuilding on time, despite various challenges, and hopes to deliver her sisters, *Symphony* and *Serenade*, next year.

Immediately following last week's successful sea trials,

*Melody* headed to New Orleans to ready for her inaugural cruise along the Mississippi River, an eight-day New Orleans-round trip itinerary.

The sold-out cruise departs from the Port of New Orleans on 27 Aug, after which *Melody* will continue to operate a selection of Mississippi River sailings through to Dec, including an extraordinary 22-day Complete Mississippi River Cruise between New Orleans and St. Paul.

*Melody*, as well as her upcoming sister ships, will each accommodate 175 passengers, and will feature sky-lit atriums, multiple indoor & outdoor lounges, fitness centres, grand dining rooms, casual outdoor cafes, and open-air skywalks.

American's three newest ships will also feature 100% private-balcony staterooms and suites, and will bring the cruise line's overall domestic fleet (pictured) to 15 small ships, 10 riverboats and five cruise ships.

Schedules for 2021-2023, as well as deck plans, and virtual tours for *Melody* and *Symphony* are available now on American's website, with timetables for *Serenade* to follow next year - [americancruiselines.com](http://americancruiselines.com).



**MANY** cruise fans have been anticipating the launch of Bolt, the first roller coaster at sea, aboard *Mardi Gras*.

With the ship recently setting sail on her inaugural voyage (CW 03 Aug), the first returns are in - Bolt looks just as fun as advertised.

Riders strap in and zoom the motorcycle-style car around an open-air course high above sea level, with 360-degree views.

Passengers can even control how fast they go - [CLICK HERE](#) for a taste of what Bolt is like.

The roller-coaster will also be aboard *Carnival Celebration*.

## TRAVEL DAILY TRAINING ACADEMY WILL ENSURE YOU DON'T GET LEFT BEHIND

Make sure you are ready to take advantage of a travel bounceback - get up to scratch on a variety of destinations with the Travel Daily Training Academy.

[Click here to start learning](#)



### Avalon returns

**AVALON** Waterways has kicked off its 2021 season on the Seine, just in time to take advantage of the European summer.

Setting sail from Paris late last month, Avalon embarked on its first cruise since Dec 2019, welcoming guests and reuniting its crew aboard *Avalon Tapestry II* for an itinerary to Normandy.

To celebrate the return, Managing Director, Pam Hoffee was on board to welcome guests back - [CLICK HERE](#).

Avalon's 2021 European season will also include select departures on the Rhine, Danube, Rhone and Moselle rivers.