



## Norwegian Prima named in Iceland

**POP** superstar Katy Perry headlined a massive celebration aboard Norwegian Cruise Line's (NCL) new 3,099 passenger *Norwegian Prima* in Reykjavik on Sat, with the debut of the newbuild making history as the first major cruise ship ever to be christened in Iceland's capital.

The event was attended by about 2,500 guests including Norwegian Cruise Line Holdings Chief Executive Officer Frank Del Rio, who became emotional as he recalled the toll that the pandemic had wrought on the cruise industry over the last "two very, very long years".

He said the launch in Reykjavik was fitting because "we wanted to launch *Norwegian Prima* in a location just as special and unique as she is".

The first of six planned vessels to arrive annually through until 2027, *Prima* aims to



offer the ultimate vacation experience, with a huge variety of activities, onboard venues and accommodations including the upmarket Haven enclave where Perry and her entourage are staying this week.

Harry Sommer, Chief Executive Officer of the Norwegian Cruise Line brand (pictured with NCL Vice President of International Sales Eamonn Ferrin and NCL

APAC Managing Director Ben Angell), said the new ship had been eagerly anticipated.

"It's been a joy to see our vision come to life with this landmark christening ceremony, which sets the tone for the unparalleled holidays guests will enjoy for years to come," he said.

More from *Norwegian Prima* and her massive christening event on pages **three** and **four**.



On location aboard  
*Norwegian Prima*

Today's issue of *CW* is coming to you courtesy of Norwegian Cruise Line aboard its newest flagship, *Norwegian Prima*, in the North Atlantic Ocean.

**GUESTS** on this special sailing were treated to an exclusive experience of Icelandic culture on the night before departure, with a multi-faceted performance at Reykjavik's famous Harpa Concert Hall.

The magical night included art, experiences, & music from some of Iceland's top artists.

**Cruise Weekly today**

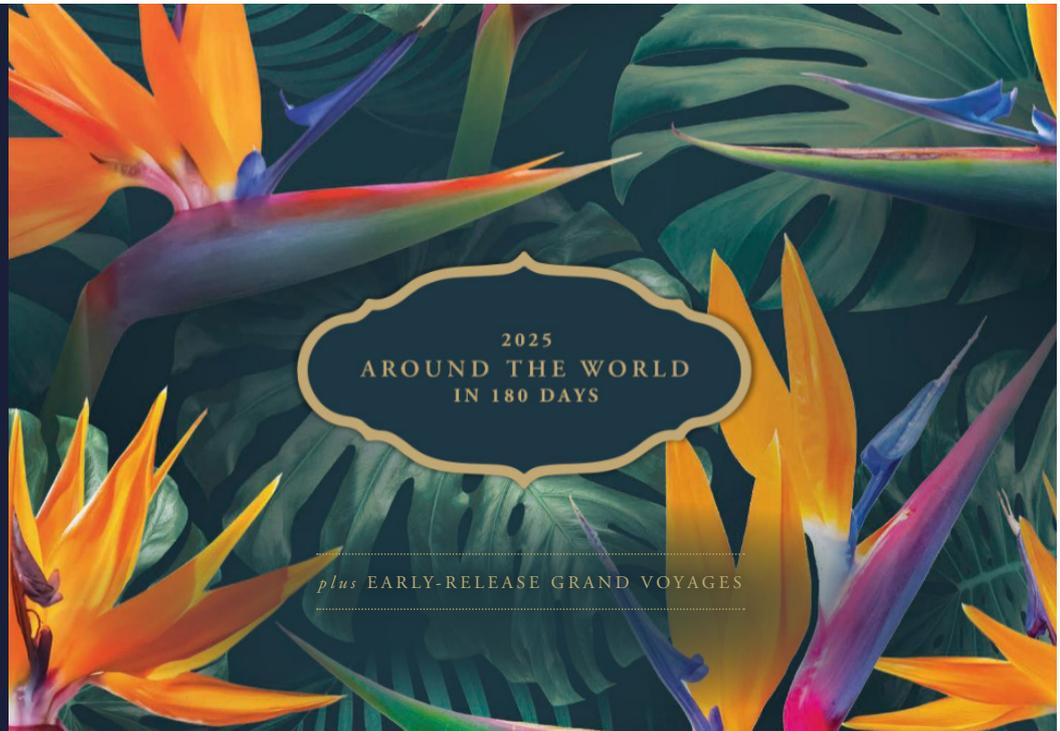
**Cruise Weekly** today features four pages of all the latest cruise industry news.

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## Vista cancellations

**OCEANIA** Cruises has cancelled the first three Inaugural Voyages of its new *Vista*, telling passengers booked on the 14 Apr, 26 Apr and 06 May departures the move is due to “supply chain and logistical challenges”.

Affected clients are being offered an automatic 100% refund of all funds that have been applied to reservations, along with all taxes and ancillary items purchased through Oceania such as travel protection, transfers, shore excursions, visas, beverage packages and more.

Impacted passengers will also receive a 25% future cruise credit, and are being urged to contact their travel advisor to explore replacement voyage options aboard *Vista's* 2023 Europe and 2023/24 Caribbean seasons.

## Cook-ing up a cruise return in WA

**WESTERN** Australia’s Minister for Tourism Roger Cook (**pictured**) has described the cruise sector as “critical” to the state’s tourism industry, ahead of its awakening from its two-and-a-half-year sailing slumber next month.

From Oct, vessels with capacity for more than 350 guests and crew members will be permitted to return to Western Australia.

With WA preparing for the return of larger cruise ships, Princess Cruises has confirmed its *Coral Princess* will visit Fremantle as part of its circumnavigation of the country next month.

Cook said he was thankful the industry would once again be injecting the hundreds of millions of dollars into Western Australia’s economy it did before the pandemic.

“I’m grateful to cruise operators for their resilience throughout COVID-19, and am looking



forward to welcoming back large cruise ships to Western Australia in the coming months,” he said.

“More than 10,000 passengers coming to WA before Christmas is yet another sign that our tourism strategy is gathering momentum

to deliver more jobs and economic activity for WA.”

“We have already seen the safe return of expedition cruise operations in WA, with the Kimberley cruise season proving to be a success and boosting the local tourism industry.”

The return of larger cruise ships follows the comeback of the Kimberley cruise season in Apr, alongside other smaller expeditions ships.

Next month will also see Perth host the sixth WA Cruise Exchange from 05 to 08 Oct, which will see more than 20 representatives from Australia’s cruise industry meet with a variety of tourism stakeholders, including Western Australia suppliers and destination representatives.

The event will also see hosted famils to the South-West and Kimberley regions.

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*Voting closes 5 pm AEST 8 September 2022.*



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# 'Roar' of approval for Norwegian Prima

**NORWEGIAN** Cruise Line's new *Norwegian Prima* was formally named in Reykjavik, Iceland over the weekend, in a glittering ceremony which included an intimate performance in the ship's theatre by pop megastar and godmother Katy Perry, who performed hit after shining hit. There's a lot of celebrity power onboard, with Perry staying in the exclusive onboard Haven enclave with her husband, movie star Orlando Bloom, and their daughter, Daisy Dove, whose second birthday is being celebrated during the trip.

Monday 29th August 2022

A host of Norwegian's travel partners from across the globe are onboard the special christening cruise which is now en route to Amsterdam via Ireland, the United Kingdom, and France, experiencing the huge array of innovations on the world's newest cruise ship.



**KATY** Perry lighting up the night like a firework...



**SOME** of the Aussie agents on board *Prima* for the christening.



**NORWEGIAN'S** Angela Middleton and Damian Borg with Ash Ghasemi from Dreamlines and Rochelle Clark of Leisurecom/eCruising.



**NCLH** CEO Frank Del Rio, Katy Perry, Harry Sommer and *Norwegian Bliss* godfather Elvis Duran press the big button to release the christening Champagne.



**MICHELLE** Ashcroft from Phil Hoffmann Travel with Michelle Mickan of Abercrombie & Kent.



**MICHAEL** Middleton and Ryan Thomas from MyCruises/Ignite Holidays.



**CREATIVE** Cruising's Caroline Hitchen with Damian Borg and Angela Middleton of NCL.



**DAN** Russell from Clean Cruising with Spencer Travel's Penny Spencer and Angela Middleton, Norwegian Cruise Line.



**NORWEGIAN** CEO Harry "fan boy" Sommer gets an up-close and personal snap of Katy Perry.





**NORWEGIAN** Cruise Line Chief Executive Officer Harry Sommer wasn't able to wipe the smile off his face over the weekend as he celebrated the christening cruise of the brand's new *Norwegian Prima*.

His understandably ebullient mood has meant plenty of quips during his many presentations and speeches to media and travel partners on board, including a reference to social media as a potential driver of new-to-cruise clients.

*Prima's* array of onboard experiences and the array of destinations visited provides the perfect backdrop for the next generation's online presence, Sommer noted.

"I mean, if you're going to make a TikTok, do it right - don't do it in your garage!" he said.

Sommer also noted the relaxed style onboard including his outfit which he described as "NCL Chic" (pictured) - meaning he was wearing his comfortable black Skechers.



## Receivers: no Island Escape refunds

**PASSENGERS** with forward bookings and deposits with the collapsed Island Escape Cruises (**CW** 25 Aug) have been advised by receivers refunds will not be forthcoming.

Auckland-based Calibre Partners and its insolvency practitioners Neale Jackson and Natalie Burrett were appointed Joint and Several Receivers and Managers of Island Escape Cruises (NZ) and a related entity, Seasons Shipping Ltd, on 23 Aug, according to a letter to customers of the business obtained by **Cruise Weekly**.

Island Escape returned to the market early last year with newbuild *Island Escape*, (**Travel Daily** 06 Nov 2020) a 32-guest yacht featuring a helideck, Zodiacs, water toys, and more.

After kicking off a Kimberley season in Jun this year, Island Escape has since cancelled successive departures during the past two months, ultimately

leading to the appointment of the receivers late last week.

Calibre said the appointment was "pursuant to a general security agreement dated 14 Oct 2021 granted by the Company in favour of its financiers".

"We understand you may be a customer or travel agent who has a booking for a future cruise...we also understand you may have paid for or hold a deposit for a future cruise," the receivers said.

They confirmed that prior to their appointment *Island Escape*, owned by Seasons Shipping Ltd (not in receivership at the time), was arrested by Federal Court Order while at anchor in Broome.

"Due to the company's financial position and the vessel arrest prior to receivership, the Receivers are unable to resume trading the Island Escape business.

"This means that the cruise you have booked will not go ahead.

"If you have paid for your

booking, or paid a deposit for your booking to Island Escape Cruises (NZ) Ltd, we regret to advise you that the Company cannot pay you a refund.

"We expect that any money you are owed ranks as an unsecured claim against the Company."

Interestingly, Calibre Partners also noted its appointment does not include a separate company called Island Escape Cruises (Australia) Pty Ltd, noting "the directors of that company remain in control of that company".

Australian Securities & Investments Commission records indicate Island Escape Cruises (Australia) is an Australian-registered company which is 100% owned by the New Zealand entity.

The sole director of Island Escape Cruises (Australia) is John Robert Annat based in Western Australia, according to an official company extract.

### Bubbles on route!

**MSC** Cruises' Leisa Chell is the winner of **Cruise Weekly's** Cruise360 photo competition!

On route to Leisa is a bottle of Bollinger for her winning effort - who'd have thought she'd be the only contest entrant to incorporate the Vespa!



### On Board: *Norwegian Prima*

#### The Stadium

Located at the top of the ship on deck 18, The Stadium is the place to go for all your classic ship board games and more. All games are complimentary and include table tennis (regular or a fun round tube version), shuffleboard, pickleball, foosball, sub soccer and beer pong.

Sure to be a big hit, The Stadium is a great place to while away several hours with travel companions of all ages, or make new friends. Guests can also try a modern twist on darts at 'The Bull's Eye'. The darts are electronic and the area is set up like a classic pub.