



CRUISE

WEEKLY

delivered daily!



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Cruise Weekly today

Cruise Weekly today features two pages of all the latest cruise news, plus a full page from **Celebrity Cruises**.

Nothing like Celeb

“**NOTHING** Comes Close” to a Celebrity Cruises sailing, according to the line’s new brand positioning.

The new concept was launched last week (**CW** 09 Apr), and highlights unmatched holiday offerings from the perspective of guests.

Travellers will never want to holiday another way, Celebrity believes, once they discover the intimacy, thoughtful service, variety, and excitement of Celebrity’s ships.

The line offers unequalled experiences cruisers can’t find anywhere else- head to **page 3** of today’s **Cruise Weekly** for more info.

CruiseHQ officially sets sail

FLIGHT Centre Travel Group’s B2B cruise wholesale division CruiseHQ has set sail, **Cruise Weekly** can exclusively reveal (**CW** breaking news).

The new “cruise marketplace”, which **CW** first flagged in Aug (**CW** 30 Aug), is designed exclusively for travel advisors, and seamlessly connects agencies with unique cruise holidays, offering access to a diverse portfolio of global cruise, air, and land partners.

Advisors can benefit from the booking platform’s exclusive rates, cruise promotions, incentives, wholesale commissions, and product collection, which is not available anywhere else.

CruiseHQ will be supported by a dedicated Australian-based call centre, cruise product specialist, and sales team.

“Our advanced booking technology prioritises ease



and efficiency, with live API connectivity that allows travel advisors to secure unbeatable cruise holidays online at any time,” the division’s General Manager Caroline Hitchen said.

CruiseHQ has partnered with leading cruise lines and rail suppliers to celebrate the launch, offering travel advisors spectacular incentives, including cruise experiences and holidays, booking bonuses, elevated agency commissions, and onboard and shipboard credit for their clients. *MS*



On location in Rome

Today’s issue of **CW** is coming to you from Rome courtesy of Princess Cruises, where we are preparing to explore the new *Sun Princess*.

INNOVATIVE new concepts and classic favourites combine on the new *Sun Princess* in an effort to appeal to both loyal Princess Cruises guests and those new to the brand.

Boarding the line’s new ‘Love Boat’ today, we spot the familiar Sabatini’s Italian Trattoria and Crown Grill, however our attention is almost immediately diverted to tantalising new eateries such as Love by Britto, which promises a colourful menu embodying passion, flavour and creativity.

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IF YOU'VE been on a cruise ship, you know there is always a crew member standing at the entrance to the buffet waiting to sanitise your hands. Usually somewhat anonymous, one Royal Caribbean International (RCI) crew member's hand washing reminders have seen her develop a cult-like following. The unofficial *Royal Caribbean Blog* recently highlighted crew member Stacian (**pictured**), who has reportedly been with RCI for more than 20 years. Stacian dresses up in one of 14 distinct costumes for her duties, and she has not gone unnoticed, with a recent Facebook post drawing more than 300 comments professing affection for her.



Chat-ting again

AUSTRALIAN Cruise Association (ACA) Chief Executive Officer Jill Abel is the latest guest on *The Chat with Jenny* podcast. Abel speaks with Jenny about her life and her career in the cruise industry, including her 20 years at the head of ACA - **CLICK HERE** to listen.

A&K's new riverboat



ABERCROMBIE & Kent (A&K) has launched its new Peru riverboat (**pictured**), offering guests a new era in Amazonian river exploration from Apr 2025.

The as-yet unnamed ship will be A&K's first in South America, sailing three- and four-night itineraries showcasing the untamed beauty and diverse cultures of the Amazon.

Guests will explore the enigmatic backwaters and lush landscapes of the Pacaya-Samiria National Reserve, engaging with indigenous communities, and encountering abundant wildlife, such as the Amazon river dolphin, the three-toed sloth, and myriad bird species.

The riverboat will also feature eco-friendly skiffs, allowing guests to immerse themselves in the shoreside wonders of the Amazon, enjoying jungle walks under the dense canopy, and opportunities to kayak or canoe through serene tributaries, such as the Rio Samiria.

The voyages can be combined to create an immersive seven-night experience, exploring both the Marañon and Ucayali rivers, with all journeys starting and ending in the port town of Nauta.

The new venture is the result of a collaboration between A&K and Ecoventura, its expedition yacht brand in the Galapagos.

The "floating boutique hotel" will feature 10 exquisitely designed double cabins and two single cabins, providing guests with a tranquil haven amid the vibrant life of the Amazon.

"This venture embodies our unwavering commitment to delivering experiences that are not only luxurious but also deeply enriching and sustainable," A&K Group CEO Cristina Levis said.

"We are excited to introduce our guests to the untold stories and serene beauty of the Peruvian Amazon in a manner that honours and preserves the essence of this remarkable destination," she said. *MS*



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Agents behind our success

IT'S now official - the number of Australians taking cruise holidays has finally overtaken pre-pandemic levels.

Figures released by CLIA this week show 1.25 million Australians took an ocean cruise in 2023, slightly above the 1.24 million who sailed in 2019.

For travel agents, this proves what many have known for some time - that Australians have an enormous passion for cruising and are getting on board ships in huge numbers.

Not only has the local market bounced back, it has done so at a faster pace than most other cruise markets, as well as other areas of international tourism.

Importantly, our travel agent community has been at the front line of that success.

CLIA travel agents say they've never been busier, and their hunger for cruise training through events like CLIA LIVE has never been stronger.

While demand for cruising is high, close collaboration from governments and ports is needed to support the sustainability of cruise tourism into the future.

Balanced regulation and reasonable costs are fundamental to fostering a thriving cruise sector, and so CLIA will continue to advocate on behalf of this essential tourism sector.



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