



Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news.

APT gets served

APT has renewed its sponsorship of the Australian Open, with the tour operator entering its 11th consecutive year as a backer of the year's first grand slam.

The company's logo will prominently feature during the broadcast on the Nine Network's 'set highlights' and 'squeezebacks'.

This on-air initiative will be complemented by television commercials, TV billboards, and extended video content on the Wide World of Sports and 9Now platforms.

The sponsorship will be aligned with APT's 'Discover the New' campaign.

Odell to broaden RSSC's distribution

EXCLUSIVE

GREATER global distribution will be one of the key areas in which new Regent Seven Seas Cruises (RSSC's) Chief Sales Officer Steve Odell (pictured) will look to grow the company's business.

Travel advisors will remain RSSC's main channel of distribution, Odell told *CW*, however the former local Managing Director is keen to broaden the cruise line's partnerships, as the competitive environment gets tougher.

"We're growing, and we're going to need more global distribution, rather than [focusing] on one market or another," Odell said.

"That's something different I can bring, because I've worked in Europe and in APAC, and I think there's a big opportunity to grow the business more broadly."

Consolidating RSSC's



relationships with its current partners will also be important to the cruise line's new leadership team, Odell said.

He is not the only executive at the company in a new role since his departure just over 12 months ago (*CW* 16 Dec 2022), with Harry Sommer now CEO of Norwegian Cruise Line Holdings, and Andrea DeMarco RSSC President.

This will see the cruise line take on a new personality, reflecting its new leadership.

"If we only did what we did before, it won't be enough...it's

consolidating our relationship with our partners, our trade leaders," he said.

"I think it's getting out there and being public, face-to-face with the customer and with the trade to be as public as we can be on a global basis...I think those things are critical."

Shoring up RSSC's loyal guests will also be as important as ever, Odell added, particularly as more luxury capacity hits the seas.

"Luxury customers notoriously like to try different things," explained Odell.

"That's key - what does the customer's journey look like, how can we shore up loyal customers and make sure that they keep travelling with our brand?"

"[With] travel agent relationships - we've got to make sure we're number one choice, especially in this part of the world." *MS*

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A big wave from HX

HX IS offering big savings this wave season on its all-inclusive expeditions, with flights included to destinations including Antarctica, Iceland, and Greenland.

The cruise line's 'Antarctica all-inclusive with flights' offer is back by popular demand for 2024/25, with expeditions starting from \$12,999 per person twin share.

HX has also added Iceland and Greenland all-inclusive with flights offers for this season, with expedition cruises starting from \$11,999ppts.

The offers are available for those booking by the end of Mar, and combines the voyage and return international Economy airfares from select Australian cities with associated transfers, pre- and post-accommodation, wi-fi, cuisine, beverages, and more.

A third Icon begins

CONSTRUCTION has started on Royal Caribbean International's third Icon-class cruise ship at Finland's Meyer Turku shipyard.

A steel-cutting ceremony for the as-yet unnamed ship was held on Fri, marking the beginning of more than two years of construction and outfitting work.

"With Icon III, we are further strengthening our role as the builder of the world's most advanced cruise ships," the shipyard's Chief Executive Officer Tim Meyer said.

"Meyer Turku's and Royal Caribbean Group's long-term goals are becoming concrete, and with that we are able to set



new standards to strengthen our leadership in the green transition of the maritime industry."

Icon III now joins the production line alongside her sister *Star of the Seas*, which will be delivered next year (CW 02 Jan).

The lead ship of the class, *Icon of the Seas*, was delivered last month, and last week arrived at her home port of Miami for the first time (CW 12 Jan). MS

New Colombia call

COLOMBIA'S Cabo de la Vela has created a special program for its first cruise call from Emerald Cruises' vessel *Emerald Azzurra*.

The shoreside experience, which is organised by tour operator Colombia 57, offers passengers the chance to immerse themselves in one of the country's hidden jewels.

It included a cultural immersion in a "rancheria", a small rural settlement, and an interactive activity, with local students teaching Wayuunaki indigenous words.

Colombia's cruise calls grew 151% and passenger count 346% from the 2021/22 to 2022/23 seasons.

Projections for the 2023/24 season indicate further growth, with an estimated 214 calls in Colombia from at least 30 cruise lines.

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DISNEY Cruise Line has offered a sneak peak of what audiences on *Disney Treasure* can expect from her new stage spectacular *The Tale of Moana* when it debuts in Dec.

The latest stage adaptation of a Disney film will see legendary puppet master Michael Curry - the mind behind the creations seen in Broadway's *The Lion King* - create a supersized and ultra-fiery Te Ka, which will encounter Moana during her journey of self-discovery.

The show will feature songs performed in a variety of Pacific Island dialects including Tuvaluan, Tokelauan and Samoan, with the theatre itself transforming into "the open ocean" as Moana's great voyage reaches its crescendo.

Disney's *The Tale of Moana* will headline the entertainment on *Treasure* alongside popular classics such as *Beauty and the Beast*.

Sail Croatia adds three



UNITED Kingdom-based small ship line Sail Croatia has added three new vessels to its private yacht fleet in response to strong demand for its charter services.

Arriving in time for the start of the northern summer, the two new luxury catamarans and one yacht takes Sail Croatia's charter fleet to 19 vessels.

Among the new vessels are *Hound Dog* (pictured) and *Slice of Heaven*, the latter of which will become the largest vessel in Sail Croatia's fleet.

Both vessels can accommodate eight guests plus a skipper and a host if required.

Separately, the third new addition is *Morpheus*, a luxury yacht which can host six guests across three staterooms.

The three new vessels are available for seven-night charters across the Adriatic, with services from an experienced skipper included in charter rates.

Guests can plot their own itineraries or follow the skipper's advice, with no sailing experience needed to rent the new vessels.

Director Grant Seuren said the new vessels will take the company's offering to a new level.

"The combination of calm, crystal clear waters, picturesque towns and dramatic scenery ensure there is plenty to explore, whatever your interests," he said.

"Sailing on a luxury catamaran or yacht allows you to choose your own itinerary and see the very best of the Dalmatian coast at your own pace." ML

HX beefs up comms

HX HAS strengthened its global commercial team following its rebrand, officially appointing Alex Delamere-White as its new Chief Commercial Officer.

The former P&O Cruises executive has been serving in the role on an interim basis for the past six months, and will be based out of the new HX headquarters in London.

Delamere-White will bring the global functions under one leadership model to further HX's long-term growth plans, which include a number of other newly evolved roles.

The cruise line has also appointed Jim Sayer to the Senior Vice President Global Marketing, bringing together the global marketing functions under his leadership.

Meanwhile, Nathaniel Sherborne is now Managing Director & Vice President Europe and Global Sales Enablement, adding the continent to his remit.

Seajets cruise line?

MEDITERRANEAN ferry company Seajets appears poised to start its own cruise line with its four cruise ships which are currently laid up in Greece, according to *Cruise Industry News*.

Eagle-eyed industry watchers have noted Seajets has posted a number of jobs on LinkedIn for its new cruise division.



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