



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

Celebrity Retreat proving popular

EXCLUSIVE

CELEBRITY Cruises is continuing to elevate 'The Retreat', its "ship-within-a-ship" experience, as the line witnesses a shift upward in its booking trends.

Speaking from Celebrity's President's Cruise last week, Senior Vice President Hotel Operations Keith Lane said The Retreat is the cruise line's best offering, and the category that typically sells first on its ships.

"Our sailings sell out from the top suites down," he said.

"With consumer interest in cruising at an all-time high, we're increasingly seeing a shift in spending toward unique and elevated experiences at sea and The Retreat offers just that - unparalleled luxury and convenience where the world really does revolve around our guests," Lane added.

He said this is why Celebrity is



continuing to elevate The Retreat experience, in order to continue to set the product apart.

"We recently introduced a Retreat Destination Experience Specialist for The Retreat guests," he explained.

"This dedicated crew member takes their shore excursions to the next level, from planning destination-related activities to

ensuring smooth transfers when discovering Celebrity's most sought-after ports of call.

"New culinary enhancements at Luminae, The Retreat's exclusive restaurant, personalised daily in-suite delights, and a complimentary minibar add to the ever-growing list of perks and amenities available to guests of The Retreat." *MS*

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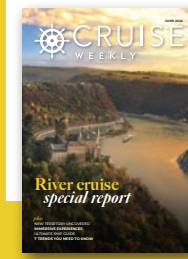
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Aqua is now preferred with FCTG

AQUA Expeditions has announced a new partnership with Flight Centre Travel Group (FCTG), which will see the cruise line become a preferred supplier for the agency network.

The partnership will allow guests to book Aqua's cruises through FCTG's network of travel agencies, including its flagship branded stores, the line said.

Also included in the partnership will be Travel Associates, The Luxury Travel Collection, and the new Envoyage brand.

Aqua will receive priority placement and visibility across FCTG's network of consultants, while the partnership will also allow the line to showcase its unique small ship expeditions to a broader clientele.

"With an aim to expand our presence in the Australian luxury travel market, we are pleased to announce this partnership with



Flight Centre Travel Group," Aqua founder & Chief Executive Officer Francesco Galli Zugaro said.

"We constantly strive to ease the booking process for both our existing and prospective guests, and this partnership will serve as another key step towards this goal," he added.

Aqua has recently announced a new global partnership with 4Ocean and the Science Based Targets Initiative to help achieve its goal to reduce its emissions by 2030 (**CW** 21 May).

The cruise line is aiming to cut its carbon emissions by at least 4.5%. **MS**



CRUISE WEEKLY

On location in the
Kimberley

Today's issue of **CW** is coming to you courtesy of **Scenic**, aboard the **Scenic Eclipse II**.

TODAY Scenic Eclipse II makes her way to Hanover Bay off the northwest Australian coast, where passengers will enjoy a busy schedule of activities.

The morning starts with a Zodiac cruise into one of the bay's many inlets, experiencing local fauna and fauna and local Kimberley rock formations.

Later in the day, a beach landing will provide an opportunity for an on-shore refreshment and exploration of the local area before returning to the luxury of the ship.

See all our updates on social media @cruiseweekly.

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WATCH out cruise industry, Uber may be coming to disrupt you too!

The transportation company has just launched a boat service in six tourist hotspots.

Travellers in Europe this year will be able to use the Uber app to access new nautical experiences in Ibiza, Venice, Athens, Paris, Corfu, and Santorini, according to *nine.com.au*.

The service available differs depending on location, with those travelling to Ibiza this summer able to hire a private yacht with Uber.

Meanwhile, those in Venice will be able to get around the city's Lagoon with a first-of-its-kind water transportation service available through Uber.



Agents take in the Sun



PRINCESS Cruises' incentive winners recently experienced the line's new *Sun Princess* on a nine-night Mediterranean itinerary.

The round trip voyage, which departed on 08 Apr from Rome, stopped at iconic destinations including Corfu, Bar, Mykonos, Santorini, and Naples.

Travel advisors and their guests experienced *Sun's* new and enhanced speciality dining experiences and entertainment venues, including Umami Teppanyaki, Spellbound by Magic Castle, the Dome, the Princess

Arena, and Cirque Eloize.

Guests stayed in a Deluxe Balcony stateroom and experienced the Princess Plus package, which includes unlimited wi-fi for one device per person, a beverage package, unlimited juice bar, premium desserts, fitness classes, two casual dining meals per guest, OceanNow delivery and room service delivery. *MS*

Pictured are agents and their guests enjoying a tittle at the Crooners Bar.



Steering ideas for success

IWAS appreciative of the opportunity to represent the Australian Cruise Association at the recent consultation process for the Federal Government's THRIVE 2030 Consolidation Phase.

It is critical that we have a voice at these gatherings as they allow us to raise key issues on behalf of our members and provide support to ensure our cruise industry flourishes into the future.

There was a strong focus on the *Coastal Trading Act*, with the current extension due to expire in Dec.

We believe a sufficient time frame is required to enable a thorough review. This will ensure cruise lines can plan and build their presence in our region with confidence knowing they can operate efficiently and effectively here while delivering a quality experience to their guests and working closely with local businesses to deliver positive economic outcomes.

We also stressed the need for continued investment for international marketing to increase the number of visitors interested in cruising to, or around, Australia.

Many of these important issues will be on the agenda at our upcoming conference with sessions such as 'The Governance of Cruise in Australia – Policies and Procedures' and 'Steering our Destination to Success'. Recognising the important connection between our cruise line partners and land-based suppliers, the conference will also feature an insightful panel discussion titled 'Supply Chain – The Broader Picture'.

With earlybird rates closing 31 Jul, we encourage you to register soon.

CLICK HERE to find more information.



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Ama 2026 open

AMAWATERWAYS has opened reservations on all 2026 river cruises.

Sailings in Europe, Egypt, Asia, Colombia, and Africa Safaris & Wildlife cruises are all on sale, as are AmaWaterways' land packages.

The cruise line said the 2026 sailings are available early due to strong demand for 2024 and 2025 - head to [amawaterways.au](#) for more information.