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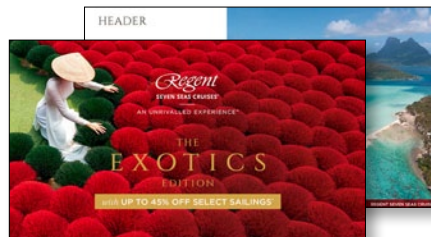
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Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a cover wrap from **Regent Seven Seas Cruises**.

RSSC gets exotic

REGENT Seven Seas Cruises (RSSC) has unveiled 'The Exotics Edition', with up to 45% off select sailings.

Passengers can also enjoy an included three-night pre- or post-land program.

The Exotics Edition features escapes in Australia, Japan, China, Southeast Asia, the South Pacific, South America, and Africa across 2024 and '25.

Travel advisors can download RSSC's Marketing Toolkit, including flyers which can be customised with contact details, banners, and social media assets - head to the **cover page** for more info.

A Ray of light for younger passengers

SILVERSEA'S bold plan to adapt to an evolving luxury market is about to mark a major milestone, with the line's second Nova-class vessel, *Silver Ray*, preparing to embark on her maiden voyage on 15 Jun in the Mediterranean.

The sister ship to the landmark *Silver Nova*, which was only introduced to the market two years ago, is currently sailing a shakedown cruise for travel advisors and media from around the world before her naming ceremony takes place tomorrow in Lisbon.

While Silversea's core demographic has traditionally been comprised of Baby boomers, the duo of Nova-class vessels are part of a longer-term play by the Royal Caribbean Group ultra-luxury brand to cater for the growing number of high-spend cruisers aged in their 40s and 50s.

Among the changes made to capture the attention of Gen X and Millennial cruisers is an asymmetrical design to increase the space-to-guest ratio and allow for greater natural light, a stronger focus on smart technology, and an emphasis on glass windows throughout to maximise external viewing.

Nova-class ships also represent a sizable leap forward on the sustainability front, with the vessels 40% more energy efficient than previous ships in the fleet, made possible through better hull design, LNG, shorepower, and several other innovations.

Speaking with **Cruise Weekly** aboard the vessel this week, Managing Director Adam Radwanski said it is crucial for the line to evolve as the transfer of wealth gains pace in countries like Australia.

"Our core demographic has

entered the stage of their lives where they will start transferring their wealth to Generation X, who will be inheriting superannuation, mortgage-free houses or other assets that will release some disposable income for experiences," he said.

While capturing a new generation of luxury cruise pax is clearly important, the local Silversea chief was quick to point out the future strategy will continue to cater to its core demographic as well.

"When you look at our fleet as a whole, we have product for everybody," Radwanski noted.

"We have the classic 388-pax *Whisper* and *Shadow* for example, nostalgic ships that will cruise a little slower, have overnights, but now with the Nova-class we can offer a top-end floating resort - this is not just a cruise ship," he added. **AB**

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CRUISE WEEKLY

On location on board *Silver Ray*

Today's issue of CW is coming to you courtesy of Silversea, which is hosting a shakedown cruise in the lead-up to the naming of *Silver Ray*.

AFTER a fabulous few days exploring the Portuguese capital Lisbon and Cadiz in Spain, we are now sailing back to Lisbon for the highly anticipated naming ceremony of *Silver Ray*.

The second Nova-class ship is skewed towards attracting a slightly younger demographic, offering passengers its trademark ultra-luxury service alongside enhanced technology, sustainability credentials and a deeper focus on destination experiences.

Cunard reveals 2025 event line-up

CUNARD Line has revealed its 2025 Event Voyages program, taking place across *Queen Mary 2*, *Queen Elizabeth*, and *Queen Victoria*, which will feature experts from the worlds of arts, gastronomy, wine, and more.

The Event Voyages will feature performances, Q&As, and hands-on workshops across seven itineraries, ranging from five to 11 nights.

Highlights of the program, which begins in Feb, include the Film Festival at Sea, a seven-night cruise in partnership with the British Film Institute.

The voyage includes a curated schedule of activities and events such as screenings, conversations with industry icons, quizzes, and Q&A sessions.

It departs 08 Mar, with prices starting from US\$1,193ppts in a Britannia Balcony stateroom.

The seven-night 185th Cunard



Anniversary Sailing will celebrate the cruise line's history, with insights from maritime historians, and a commemorative dinner.

The Event Voyages program will also feature the Dance the Atlantic itinerary, Anthony Inglis and the National Symphony Orchestra, and the Literature

Festival at Sea on *Queen Mary 2*.

Meanwhile, the Voyage du Vin will cruise aboard *Queen Victoria*, while Cunard's previously announced third and final Great Australian Culinary Voyage (CW 27 Feb) will sail aboard *Queen Elizabeth* (pictured) during her last season in the country. MS

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PORThOLE

COSTA Cruises has signed a deal with British film studio Acamar Films to introduce one of its most popular children's characters on a variety of Mediterranean voyages.

The deal will see *Bing Bunny* appear on *Costa Toscana* and *Costa Smerelda's* sailings to entertain kids during the northern summer season.

Bing Bunny is the most watched series on Italian streaming platform Rai On Demand and has been one of the top three downloaded programs on BBC iPlayer for the past decade.

The character's adventures have also been viewed on YouTube more than seven billion times globally.

Toscana and *Smerelda* will sail different Western Mediterranean itineraries this northern summer, calling in a variety of ports across Italy, France and Spain.

Carnival's sneak peek



CARNIVAL Cruise Line has kicked off its 'Your Peek at Paradise' summer series in Miami, the first of a five-part series which will give hundreds of travel advisors a look at its new Celebration Key.

Your Peek at Paradise kicked off on the weekend, where advisors were given a look at Carnival's new exclusive, under-construction destination.

Celebration Key was depicted in large renderings, and brought to life through the sights and sounds of an authentic Bahamian Junkanoo performance, as well as the taste of locally inspired food.

Each attendee also received

a "golden key" for a chance to unlock the ultimate Celebration Key experience: early access trip to the destination before it opens to the public.

Ten lucky grand prize winners will be announced throughout the summer series, while additional 15 winners will each win a US\$500 Carnival gift card.

"All five of our ships home ported in Miami will visit Celebration Key, so bringing our great travel advisor partners in South Florida together for this special event was a great way to deliver valuable insight," SVP Global Sales & Trade Marketing Adolfo Perez said. *MS*

New Rome facility

TENDERS have been issued by Rome Cruise Terminal at Civitavecchia for the redevelopment of one of its major cruise terminals.

The replacement of the existing Terminal Bramante (pictured) will see the new facility handle ship turnarounds with up to 4,000 passengers, with space for an expanded luggage hall and up to 40 check-in desks.

Work is expected to start in the second half of this year, with a heavy focus on green technology expected to form key elements of construction.

The first passengers are expected to pass through the new facility during the 2025 summer peak, with more than 800,000 travellers expected in its first full year.



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CRUISE WEEKLY

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