



Uniworld increase

UNIWORLD Boutique River Cruises has added sailing dates on some of its most popular itineraries for 2024/25.

High-demand itineraries on the Danube, Seine, and Mekong have been increased.

RSSC introduces *Prestige*



REGENT Seven Seas Cruises (RSSC) has unveiled *Seven Seas Prestige* (render pictured), the first look at its next-generation, ultra-luxury ships (**CW** 09 Apr).

The vessel will be delivered in 2026 and will be the first of two *Prestige*-class newbuilds, RSSC's first new ship class in 10 years.

The second vessel will be launched in 2029, with the *Prestige*-class to introduce brand new accommodation categories, including a reimagination of the palatial Regent suite, plus new dining experiences, all of which will be revealed at a later date.

"This is a truly historic moment for Regent Seven Seas Cruises, as we name the next ship to join 'the world's most luxurious fleet', as *Seven Seas Prestige* and

reveal her sleek exterior design," President Andrea DeMarco said.

"*Prestige*, debuting in 2026, continues our legacy of revolutionising ultra luxury travel as she will transcend luxury in every way.

"This incredible new ship will be the epitome of timeless elegance, exemplifying Regent's commitment to excellence which is reflected in every aspect of her elevated design and exuding an ambiance of sophistication and refinement," she added.

The ship will host up to 850 guests, and boast one of the highest passenger-to-space ratios in the industry - one of the key tenets RSSC's passengers value, DeMarco said.

"*Prestige* was designed with this in mind, maintaining the intimate and luxurious service our guests love, while also providing even more space throughout the ship, allowing for new suite categories and new experiences." *MS*

Cruise Weekly today

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

Earlybird ending

EARLYBIRD ticket sales end today for Travel24, a new travel industry conference hosted by **Cruise Weekly** sister title **Travel Daily**.

CLICK HERE before prices return to normal rates.

TRAVELMARVEL

Travel More

EUROPE



2025
OUT NOW

Access your **FREE marketing tools** now via our trade portal

ATG CONNECT



Brilliant For You



EXCLUSIVELY ADULT, AWARD-WINNING CRUISES BY VIRGIN.

Brilliant Lady's Inaugural Voyages

LEARN MORE



STAR CLIPPERS
Unique Sailing Adventures



EARLY BIRD OFFER
SAVE UP TO 30%*

Elevate Your Client's Mediterranean Holiday with an Uncommon Adventure

Learn More

*Terms and conditions apply.



A fresh look at the next 24 months in travel. Get your tickets now! Earlybird offer ends soon.

TRAVEL 24
REVEALING THE NEXT 24 MONTHS IN TRAVEL



THE global cost-of-living crisis is hitting everywhere - even retired cruise ships - with the news historic ocean liner *United States* is facing eviction from the Philadelphia pier she is moored at.

United States is the US' final remaining ocean liner, with a recent court ruling ordering the ship to vacate her mooring on the Delaware River.

The future of *United States*, which is the largest ocean liner constructed entirely in the America, is now in jeopardy, as the Conservancy which owns the ship races to secure her a new home.

The historic vessel still holds the record for the fastest crossing of the Atlantic at an average of 36 knots - a record set all the way back in 1952.

HX GL partnership

HX HAS announced a strategic partnership with Air Greenland for its itineraries in the autonomous island territory next year.

From 2025, HX guests will fly directly into Nuuk for its three new Grand Greenland itineraries aboard the hybrid-powered *Fridtjof Nansen*.

The voyages will spend more time on Greenland's west coast, and explore further north than any HX voyage ever has before.

A win for Aussie cruisers

EXCLUSIVE

ALTHOUGH bad for the local cruise industry, the sunsetting of the P&O Cruises Australia brand (*CW* 05 Jun) could be good news for Aussie travellers, Dan Monheit (pictured), Chief Executive Officer and founder of creative agency Hardhat believes.

Monheit told *CW* although the closure of the P&O Australia brand would mean less domestic options for local cruisers, the result could include more competitive prices elsewhere.

"It's possible the net result of this is good for Australians but bad for Australia," he pondered.

"Maybe the net result of this is more options and more competitive prices in other markets, but locally, having fewer options," Monheit added.

A leading behavioural economics expert who will present at the upcoming Travel24 conference ([CLICK HERE](#)), Monheit said navigating the closure of the cruise line will be a challenge for parent company Carnival Corp, particularly given how the Australian industry fared during the COVID-19 pandemic.

Monheit believes one way Carnival Corp can capture the positive attention of the cruising public is through advertising.

"I think there's definitely a desire for confirmation, commitment, and certainty things are actually going to happen," Monheit said.

"In every category, part of the marketing spend is to reassure people who have already bought the product that they did a good thing," he added.



"Especially at a time like this, it wouldn't be a bad strategy to overinvest, having people feel like the brand is still behind them, and they're still going to get every bit as good an experience as they've been anticipating."

The value of being in-market is highlighted by the fact Carnival Corp's competitors are likely to increase their advertising presence in the wake of P&O Australia's closure.

"I'd be very surprised if we didn't see lifted competitive activity, especially as business gets tougher," Monheit said.

The Hardhat head also suggested the loss of the cruise line billed as "Australia's home grown" may not be as broadly felt within the travelling public as within the cruise industry.

"I think the play for Carnival Corp is to get P&O loyalists experiencing [Carnival] as soon as possible and backing themselves they can give these people a good experience.," Monheit added.

"They're going to enjoy it, they're going to go again." *MS*

Cruise Calendar

Current ports of call in Australia and New Zealand.

SYDNEY		
<i>Carnival Splendor</i>		24 Jun
<i>Pacific Adventure</i>		27 Jun
BRISBANE		
<i>Pacific Encounter</i>		22 Jun
CAIRNS		
<i>Pacific Adventure</i>		22 Jun
AIRLIE BEACH		
<i>Pacific Adventure</i>		21 Jun
BROOME		
<i>Le Jacques Cartier</i>		21 Jun
<i>Seabourn Pursuit</i>		22 Jun
<i>Coral Discoverer</i>		24 Jun
<i>Coral Adventurer</i>		28 Jun
DARWIN		
<i>Le Laperouse</i>		23 Jun
<i>Pacific Explorer</i>		23 Jun
<i>Silver Cloud</i>		28 Jun

Viking sponsorship

VIKING is sponsoring the 2024 Saxo Scandinavian Film Festival, which will be presented by Palace Cinemas.

The festival, which will run between 17 Jul and 18 Aug, showcases the best Nordic contemporary cinema from international film festivals including Goteborg, Cannes, and Berlin.

This sponsorship provides Viking with the opportunity to connect with an artistically rich and engaged audience through opening night events and cinema advertising in seven major Australian cities this winter.