



Cruise Weekly today

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

Scenic promotions

SCENIC Group has promoted two of its senior executives, Katherine O'Neill and Angus Crichton, to support the growth of the brand in the Australian market.

Taking on the role of Director, Scenic Group Global Marketing & Branded Content, O'Neill will develop the brand and core marketing content for both the Scenic and Emerald Cruises luxury river cruises and super yachts.

Meanwhile, Crichton will draw on his 27 years' experience with the company to oversee its land product team, developing Scenic and Emerald Tours' luxury land journey portfolio.

Expedition growing for Seabourn

EXCLUSIVE

SEABOURN Cruise Line's expedition product is proving popular with Australians, Senior Vice President Rob Coleman has revealed to **CW**.

The senior Seabourn leader said the business' expedition itineraries are seeing strong year-over-year growth.

"Expedition demand continues to be driven by Antarctica and the Kimberley," Coleman revealed.

Alaska is also proving popular, he added, with guests responding well to the introduction of *Seabourn Encore* (pictured) to the region for next year, when it will offer a series of 'Ventures by Seabourn' cruises.

"Our expedition voyages are attracting a higher percentage of first-time guests to the Seabourn brand than any other segment, demonstrating the growing appeal of these once-in-a-lifetime



experiences," he added.

The Kimberley has also been well-received, following its successful inaugural season last year (**CW** 07 Mar).

Demand for 2025 remains high, with strong forward bookings into next year.

Coleman also noted that

the skew toward expedition is having a lengthening effect on Seabourn's local booking curve.

"With bookings performing well and ships filling faster than in previous years, we're also noticing a shift in booking lead times, with guests planning further ahead," he explained. *MS*



UP TO 35% OFF

COAST TO COAST ITALY

ROME TO VENICE
*Seven Seas Splendor**

DURATION
10
NIGHTS

DEPARTS
2 JUL
2025

UP TO
59
EXCURSIONS

ALL-INCLUSIVE CRUISE FARE WAS NOW
DELUXE VERANDA from.....AU\$14,330pp **AU\$9,315pp**

always INCLUDED

UNLIMITED SHORE EXCURSIONS | SPECIALITY DINING | UNLIMITED DRINKS | PRE-PAID GRATUITIES
UNLIMITED ACCESS TO SPA FACILITIES | UNLIMITED WIFI | VALET LAUNDRY SERVICE
24-HOUR ROOM SERVICE *and more*

DOWNLOAD TOOLKIT



the EUROPE EDITION 2025

UP TO 40% OFF SELECT SAILINGS

UNRIVALLED *at sea*™



Shop 'til you drop

MSC Cruises has unveiled details of *MSC World America's* retail offering, the most expansive ever on one of the line's ships.

World America will feature around 1,000m² of retail space, featuring nine shops and boutiques, including the first luxury pre-loved accessories concept at sea, and a Bulova pop-up shop.

Also new will be a Sif Jakobs Lab-Grown Diamonds boutique, the brand's physical store on a ship.

TimeVallee will also offer a curated portfolio of prestigious watch brands - its third store on board an MSC ship.

New cruise planner

CRUISE Baltic and Cruise Norway have launched an enhanced itinerary planner for cruise lines, featuring improved data accuracy.

The updated itinerary planner provides information about port availability, and key data across Norway and the Baltic Sea region.

Klaus Bondam, Director of Cruise Baltic, described the new feature as a "game-changer" for lines.

"By ensuring more reliable data, we are making it easier for cruise lines to plan their itineraries...[it] is a great resource for initial planning."

HAL ups island offerings



HOLLAND America Line (HAL) has announced elevated private island experiences for its 2026-27 Caribbean season, with nearly every itinerary featuring a call at RelaxAway, Half Moon Cay.

Situated in the Bahamas, Carnival Corporation's private island now boasts a number of enhancements, including a new beach club featuring priority tendering, waiter service and exclusive food and beverage.

Guests will have private beach access with upgraded furniture as well as indoor and outdoor seating with ship views, while all visitors will enjoy upgraded cabanas, villas and canopy loungers for two.

Also new on the island are extra shopping venues, a refurbished food court, a wider selection of food trucks, pickleball courts, and refreshing beverages delivered via Aperol Spritz tricycles and Bacardi Beach Buggies.

"The Caribbean, with its

crystal-clear blue waters and sandy beaches, is the perfect destination to unwind - and we're enhancing the guest experience to ensure the most relaxing vacation possible," said Michael Smith, SVP Guest Experience & Product Development.

Guests who wish to experience these new offerings can choose from more than two dozen itineraries aboard six ships, ranging from seven to 14 days and sailing round trip from Fort Lauderdale and Miami.

As part of its new partnership with the History Channel (CW 10 Feb), HAL is offering five departure dates aboard *Nieuw Amsterdam* for a nine-day 'Southern Caribbean and ABC Islands' voyage.

For the upcoming season, HAL is also debuting a new adults-only Signature Pool Experience on its Caribbean cruises, where guests can unwind with spa-like amenities and ambient music. *JM*

Club Med cruising

CLUB Med says Australia is a growing market for its boutique French-style sailing yachts as the popularity of all-inclusive holidays skyrockets.

Primarily a land resort brand, Club Med also operates a five-masted traditional sailing ship, *Club Med 2*, which has computer-controlled sails.

General Manager Pacific, Michelle Davies, told *Cruise Weekly* its cruise ship is programmed to be just like its land resorts, with all meals, drinks and shore excursions included in the price.

"As part of that offering, there's a nautical marina, so the aft of the yacht comes down, and we then set up all these water sports when we dock just outside of port, and all of that is included within the price, which is excellent value for money," Davies said.

Club Med 2 rotates between the Mediterranean in summer and the Caribbean in winter.

Davies said more Aussies are combining a cruise on *Club Med 2* with a stay at one of its land resorts, with combination itineraries showing growth.

"A popular example is 'The Sicilian Coastline and Cefalu' itinerary, where guests sail along Sicily's coastline before being transferred to our Exclusive Collection resort in Cefalu, from the port of Palermo," Davies added.

TAKE A LOOK AT CRYSTAL

HOME **EX**

HOME AGENT
VIRTUAL
EXPERIENCE

CLICK TO VIEW
THEIR BOOTH



NOT content with watching others break underwater records (**CW** 21 Feb), an Egyptian diver (**pictured**) has broken the world record for underwater pull-ups.

The 36-year-old performed 33 pull-ups at a depth of almost 10 metres in the Red Sea - all in a single breath.

"A lot of people will think it's easy because you're pulling yourself up under water, the buoyancy will help you, which is true, but the challenge was actually pushing myself back down," the man explained to Guinness World Records.

"That was really the challenge because I'm resisting the water," he added.



AIDA is first to shore up

AIDA Cruises' *AIDAnova* has become the first cruise ship to be successfully supplied with energy from the newly launched shore power plant in the Netherlands.

With this development, the German cruise line can now use shore power in 13 European ports across seven countries.

AIDA has 31 more calls planned in Rotterdam alone this year, where its ships can now be supplied with shoreside power.

Dirk Inger, the cruise line's SVP Public Affairs, Communication & Sustainability, described the new shore power plant as "another step for all of us in reducing greenhouse gas emissions".

"Together with our local partners, we have developed Rotterdam into a popular year-round destination for our guests over the past few years.

"Therefore, we are pleased that we can now switch off the main engines of our AIDA ships and use shore power during our calls here in Rotterdam."

The cruise line was a pilot partner in the technical preparations in the run-up to the opening, and made its ships

available for various tests.

The company's experience from many years of using shore power in other European ports, including Hamburg, Kiel, Warnemunde, Bergen, Southampton, Aarhus, Oslo, and Stockholm, also contributed to the preparations.

"Twenty years ago, we began considering the use of shore-side electricity to reduce emissions from ship operations," Inger said.

In 2017, *AIDAsol* was the first cruise ship to start regular operations at Europe's first shore power plant in Hamburg.

The cruise line's vessels used shore power during 360 port calls in 2024 alone - five times more than the year prior.

Following Rotterdam, other ports including Copenhagen and Le Havre are planning to put systems into operation soon, with AIDA ready to support these ports as their pilot partner in the coming months.

The company continues to expand the use of alternative energy sources for its ships, and aims to achieve net-zero emissions for its fleet by 2050. *JM*

New FCCA, BVI deal

THE Florida-Caribbean Cruise Association (FCCA) has renewed its strategic development agreement with the British Virgin Islands (BVI).

The new accord aims to further capitalise on record years for both the destination and cruise industry.

The sector generated \$85.7 million in direct expenditure during the 2023/2024 year.

The agreement will see FCCA continue to guide the BVI government on enhancing their product and increasing cruise calls, as well as facilitate new experiences to offer cruise lines, alongside the local private sector.

"This renewed agreement shows the momentum that FCCA and destinations are having in working together to maximise cruise tourism's benefits," FCCA Chair Micky Arison said.

"The British Virgin Islands has been a long-standing partner of the industry, and I am thrilled that this agreement signifies the improvement of so many lives and livelihoods."

CHECK OUT



VIKING

HOME EX

HOME AGENT
VIRTUAL
EXPERIENCE

CLICK TO VIEW
THEIR BOOTH



cruiseweekly.com.au
cruiseweekly.co.nz

Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australasia's leading travel industry cruise publication.

EDITORIAL

Editor - Myles Stedman
Deputy Editor - Matt Lennon
Journalists - Adam Bishop, Janie Medburn,
Editor-at-large - Bruce Piper
Publisher - Damian Francis
Associate Publisher - Jo-Anne Hui-Miller
info@cruiseweekly.com.au

ADVERTISING & MARKETING

Head of Sales & Marketing - Sean Harrigan
Advertising - Laura Aghajanian
advertising@cruiseweekly.com.au

HEAD OF OPERATIONS & CONTRIBUTING EDITOR

Anna Piper

ACCOUNTS

accounts@traveldaily.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220
Tel: (Int'l) 1300 799 220



Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.