

Cruise Weekly today

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

Wendorf loses crown

PRINCESS Cruises has made several strategic changes, which will see Head of Sales Operations Brett Wendorf finish up with the line at the end of next week.

Further changes to the sales team will see a new Senior Sales Manager added, who will cover both field sales and key account management.

They will be supported by a Sales Support Role, who will provide day-to-day assistance to the entire team.

Senior Director Sales & Marketing Asia Pacific Nick Ferguson thanked Wendorf for his contributions, saying he has "shaped our sales operations" over his tenure.

Hapag-Lloyd joins CLIA in Australia

HAPAG-LLOYD Cruises has partnered with Cruise Lines International Association (CLIA) in Australia as a Regional Member.

The cruise line joins more than 40 brands represented by CLIA.

Their membership elevates Hapag-Lloyd's brand within the Association's thousands of travel advisors in Australia, while at the same time representing its interests among policymakers, authorities and other institutions.

CLIA Managing Director Joel Katz said Hapag-Lloyd had joined at a time of surging interest in luxury travel and expedition cruises - the line's key markets.

"Hapag-Lloyd Cruises' operations span some of the most dynamic areas of cruising right now, meeting a growing demand for luxury cruises and expedition voyages," Katz said.

"It is a pleasure to welcome Hapag-Lloyd Cruises to the



CLIA community, particularly as increasing numbers of Australians and New Zealanders look to explore extraordinary destinations in comfort."

Hapag-Lloyd Director Sales Elvir Johic (**pictured**) said the cruise line has set a course for the Australian market, returning with renewed strength and ambition.

"CLIA membership offers an excellent platform to connect with the region's travel trade and

CLIA community," Johic said.

"It allows us to showcase our unique blend of luxury and expedition cruising, and we look forward to inspiring more guests to discover the world with us - off the beaten track and in high-class comfort," he added.

Hapag-Lloyd operates luxury cruise ships *Europa* and *Europa 2* and expedition vessels *Hanseatic Nature*, *Hanseatic Inspiration*, and *Hanseatic Spirit*. *MS*

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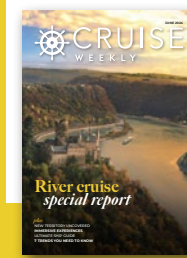
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RCG not impacted by Trump factor

ROYAL Caribbean Group (RCG) has increased its full-year guidance, driven by better-than-expected revenue performance in the first quarter, bucking the trend of many of its fellow American travel companies.

RCG reported adjusted earnings per share of US\$2.71, better than its guidance, in part due to stronger-than-expected pricing on close-in demand, as well as lower costs.

The company also benefited from currency exchange rates and lower fuel costs for the remainder of the year, as it posted a total revenue of US\$4 billion - a contrast to many others in the travel industry in the US, such as American Airlines, which have lowered their forecast.

Net yields are expected to increase 2.5% to 4.5%, RCG predicted as part of its full-year outlook, while adjusted EPS is



expected to grow approximately 28% year-over-year to be in the range of US\$14.55 to US\$15.55.

Other highlights of Q1 included a load factor of 109%, and gross margin yields up 13.9%.

President & Chief Executive Officer Jason Liberty hinted at RCG's ability to avoid large-scale economic trends.

"As we navigate the complexities of the current macroeconomic landscape, we remain focused on what we can control - delivering the best vacation experiences, optimising revenue, and managing costs,

while continuing to invest in our future and drive further differentiation," he said.

"Our strong first quarter results are a testament to the enduring appeal and attractive value proposition of our leading brands and the incredible vacations they deliver," Liberty added.

"With our industry-leading brands, state-of-the-art ships, exclusive destinations, and a fortified balance sheet, we will continue dreaming and innovating to win a greater share of the growing \$2 trillion global vacation market." *MS*

Green year for HX

GUESTS on HX Expeditions contributed to over 30,000 citizen science submissions in the line's first year since formally separating from the Hurtigruten Group.

The line's inaugural independent Environmental, Social, and Governance (ESG) report included sustainability highlights from the year, which it said reflected a bold chapter for the burgeoning brand.

The year saw CO2 emissions drop by 27%, helped by a new itinerary planning tool that calculates carbon footprints.

HX provided more than 1,900 cruise nights to guest scientists as part of their research efforts while also collaborating closely with various study institutions.

These included the British Antarctic Survey, Norwegian Polar Institute, and Alfred Wegener Institute.



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CRUISE lines are constantly advising guests against trying to 'reserve' sun loungers by placing their towels early and returning hours later.

A resort in Tenerife has seen a new tactic by crafty guests, a process which has since been ridiculed on social media.

Videos on TikTok show resort guests standing still in random parts of an empty pool area, some casually reading books, while staff unpack and arrange the sun loungers.

At this point, the guests "politely" move as a sun lounge is placed where they were previously standing, securing their spot for the day.

Social pundits have accurately labelled the tactic "pathetic".

Solara sets sail

APT has departed on its first 'Magnificent Europe' sailing on the new *APT Solara* ship from Amsterdam to Budapest.

Travellers aboard the maiden sailing hail from Australia and the UK, and have been revelling in the ship's features, including a brand-new 'levitating restaurant'.

"Designing *Solara* has been a career highlight - and seeing it now through the eyes of guests is something else entirely," said Paul Hecker, Principal Hecker Guthrie, *Solara's* design studio.

Seabourn's Aussie WC



SEABOURN Cruise Line has announced its '2027 World Cruise: Australia & South Pacific Panorama' aboard *Seabourn Quest*, which will sail for 145 days from Miami around the region.

The cruise, departing 05 Jan 2027, will visit almost 70 destinations across nearly 20 countries, and feature maiden calls, overnight stays, and highlights like scenic cruising in the Kimberley and Fiordland National Park, and a Panama Canal transit.

The voyage will overnight in Lima, Hobart, Papeete, Sydney, and Darwin, and make maiden calls in Wallaroo (**CW** 23 Apr) and Whangarei.

There will also be optional, land-based, mid-voyage Seabourn Journeys itineraries, visiting Machu Picchu, the Galapagos Islands, Easter Island, and Uluru.

Signature experiences during the cruise will include 'Shopping with the Chef', which offers guests a behind-the-scenes look at local markets, in destinations such as Sydney, Auckland, and Papeete.

A shorter World Cruise option of 126 days will allow guests to

disembark in Long Beach on 11 May, for pax who wish to end their cruise on the US West Coast.

Guests who book either the 126-day and 145-day World Cruise will receive upgraded wi-fi packages, powered by Starlink; an included medical services package; an exclusive private dining experience with tasting menus; expanded, exclusive special events; and more.

"We invite travellers to embark on our 2027 World Cruise and discover the most awe-inspiring and extraordinary destinations across Australia, New Zealand, Polynesia, and beyond," President Mark Tamis said.

"This voyage invites guests to explore and create lasting connections with both the extraordinary places we visit, and the people and cultures that bring them to life.

"Along the way, guests will enjoy Seabourn's signature style of luxury travel at sea, elevated by the intuitive, personalised service delivered by our incredible onboard team." **MS**

Pictured: The Immaculate Conception Cathedral, Samoa.



Cruise on show at ATE

THIS week, I'm reporting directly from the Australian Tourism Exchange (ATE25), Tourism Australia's largest annual business-to-business event, attracting 700 buyers from 31 countries.

Once again, ACA and CLIA have partnered to put our spectacular coastal assets on show and educate international buyers on the extensive cruise products available to guests visiting Aus.

With increasing demand for cruise and land-based experiences to be packaged together, ATE25 provides the perfect platform to highlight how seamlessly cruise can complement iconic land-based options like rail journeys and outback adventures.

Our participation at ATE reflects the strong position cruise holds within Australia's tourism sector and underlines the collaborative relationship between Tourism Australia, CLIA, and ACA.

In other exciting news, ACA proudly welcomes its newest member, Brighton Coach & Tours, which specialises in premium day tours across Sydney, the Blue Mountains, the Hunter Valley, and Port Stephens.

They also offer charter coaches for individualised touring options for the cruise sector, with vehicle capacity ranging from seven-seat Mercedes Vans to 57-seat state-of-the-art Scania coaches.

Their addition will enhance the shore excursion offerings for cruise passengers arriving at Sydney and Newcastle, and ensure memorable pre- and post-cruise experiences that showcase the very best of New South Wales.