

Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise industry news, plus a full page from **Celebrity Cruises**.

Nothing comes close

NOTHING comes close to Celebrity Cruises' new sailings. The line's 2027/2028 Asia voyages are here and ready to book, with more information available on **page four**.

Time for Adventure

DISNEY Cruise Line's new ship *Disney Adventure* was handed over on the weekend on Germany's North Sea coast, ahead of arriving in her home port of Singapore.

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CCL carves post-P&O niche



THIS year has been arguably the biggest in Carnival Cruise Line's (CCL) history, but that has not seen the brand move away from its goals, AVP Sales & Marketing Anton Loeb has told **CW**.

CCL this year fully integrated into its fleet the two ships formerly operated by its sister brand, P&O Cruises Australia.

This has only changed the scale CCL is working at, Loeb explained, not its approach to cruising.

"The role of what you're trying to do and what you're trying to drive as a business doesn't change," he said.

"You get scaled, you get a bigger fleet, you're still trying to do the basics you were doing, but you're just doing it at a much higher rate," Loeb added.

"You've got a lot more cabins [to sell], but at the same time, you've also now got the benefit of a bigger footprint," he said.

While the sunset of P&O Australia has been a challenge for the business, Loeb said the addition of the now-defunct brand's ships, and the unique personality they bring, is an opportunity for CCL.

"We've got variety - something that you could see as a challenge but has actually been a huge opportunity for us," he said.

Broadly speaking, the fleet's CCL-built ships, such as *Carnival Splendor*, offer a family-first

environment, heavy on F&B inclusions and packed with action; while the former P&O-operated *Carnival Adventure* leans more toward pools, beach clubs, and a more adult-forward onboard environment.

The retention of each ship's original character allows the CCL brand to appeal to a broad spectrum of cruisers.

While the response thus far has been "extremely positive", Loeb said this means it is now more important than ever for travel advisors to steer their guests onto the right ship.

"We have to be make sure that our marketing is on point, our training is on point, our travel agent partners understand 'what are the qualifying questions I need to ask?'," he said.

CCL's commitment to the Australian market - now four ships strong, three of which are year-round - means the cruise line brings more value to the country than ever before.

"I think that's an important role, to be able to be here, to be valued, to give people the opportunity to get on a holiday, so you don't have to go to the airport - you can leave from your home port," he said. *MS*

Loeb is **pictured** with Vice President Corporate Affairs Sandy Olsen and Communications Director Lynne Scrivens.

Fruin joins Swan

SWAN Hellenic has announced the appointment Kirsty Fruin as Sales Director Australia & New Zealand, reporting to Regional Director Beth Stolyar.

Fruin has been charged with leading the cruise line's sales strategy and trade engagement throughout the local market, which will see her work closely with agency partners, key accounts and industry stakeholders to support continued growth and brand awareness.

Her prior experience includes roles at Royal Caribbean, Fred. Olsen, and most recently, HX Expeditions, where she was Key Account Manager ANZ.

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HOLLAND America Line (HAL) knows that the art of gift-giving doesn't need to stop after Christmas.

The cruise line has announced it will give special tote bags made of upcycled ship textiles to guests who join its Grand Voyages next year.

The initiative marks the completion of HAL's first fabric circularity project, which reduced landfill waste by transforming retired soft goods from the line's ships, such as drapery and bed runners, into functional keepsakes.

Each bag features a QR code so guests can learn the story of how it was made.

"These tote bags are a symbol of what's possible when we rethink waste," Director of Interior Design My Nguyen said.

"They started as stateroom fabrics and now represent a much bigger story - our commitment to circular design and reducing landfill impact across the fleet."



Hurtigruten appoints two



HURTIGRUTEN has bolstered its sales team for next year with the appointment of two Key Account Managers, Lauren Zischke (**pictured** left) and Rebecca Setchell (**pictured** right).

The two will bring their deep industry knowledge to drive Hurtigruten's growth, with a focus on the development and supervision of new and existing relationships with travel advisors to help them boost sales and accelerate revenue.

Zischke and Setchell were both recognised at the National Travel Industry Awards recently for their contributions to the travel industry.

Before her appointment at Hurtigruten, Zischke held several senior business development and relationship management roles with TAG, Wyndham Destinations, and most recently APT.

She shares a passion for education and a track record of delivering above targets.

Setchell brings a wealth of experience from the corporate, luxury, and leisure sectors, with previous roles at AAT Kings and Bunnik Tours.

She is renowned for driving sales success and strategic partnerships both domestically and overseas.

"We have seen outstanding growth this year under the new independent and focused model for Hurtigruten, including product expansion across our comprehensive, owned Svalbard operation, expanded Nordic tour program, premium all-inclusive Signature cruise range with a doubling of capacity in 2026, as well as continued growth on our core coastal program," Managing Director Damian Perry said. *MS*

The power of FS1

FOUR Seasons Yachts' *Four Seasons I* has completed her sea trials, marking a major milestone ahead of the ship's inaugural program next year.

The vessel was put through her paces along Italy's Adriatic Coast, validating her performance, precision, and guest-focused luxury, and bringing the new cruise line a step closer to welcoming its first guests.

Over five days at sea, *Four Seasons I* underwent more than 60 evaluations, including propulsion, navigation, mechanical, electrical, safety, environmental and comfort-system tests, which culminated in a six-hour endurance run at full power.

The trials also assessed guest-facing systems across suites and public areas, including vibration, noise levels, and climate control.

Four Seasons Yachts Chief Executive Officer Ben Trodd explained: "The results of these trials speak to the level of craftsmanship and technical rigour behind *Four Seasons I*."

"Seeing the yacht perform as intended gives us real confidence as we move into the final stages ahead of welcoming our first guests."

Four Seasons I is scheduled to debut in the Mediterranean in Mar (**CW** 02 Jun).

SAILING NEW WATERS

Here's why the cruise industry is setting sail for Southeast Asia.

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Travel Daily

TasPorts CEO out

TASPORTS has announced Chief Executive Officer Anthony Donald will step down from the role, concluding his tenure in Mar.

Chair Greg McCann said the board had accepted Donald's resignation, and thanked him for his significant contribution to the organisation.

Donald has served TasPorts for almost 10 years, including leading the organisation since 2018, first as acting Chief Executive Officer and then as CEO a year later.

"During that time, Anthony has led TasPorts through a period of significant change and investment, strengthening our focus on safety, sustainability, and the delivery of critical port infrastructure across the state," McCann said.

"Anthony's continued leadership during this transition period will provide stability for our workforce, customers and stakeholders, and ensure TasPorts remains focused on delivering for Tasmania," he added.

Donald said it had been a privilege to lead TasPorts.

"Serving as CEO of TasPorts has been a deeply rewarding experience, and I am proud of what our people have achieved together," he shared.

"TasPorts plays a vital role in Tasmania's economy, and I remain fully committed to supporting the board and the organisation through this important transition."

The organisation will not arrange interim leadership.

Deep in the heart of Texas



NORWEGIAN Cruise Line's *Norwegian Viva* has debuted in Texas for her inaugural winter season of Caribbean voyages.

Viva (pictured) will sail in the region in the winter 2026 and 2027 seasons from the port of Galveston, with her first cruise from the Lone Star State kicking off on Sun.

The ship's inaugural Galveston season will sail through to Apr, offering a series of seven-day round-trip Caribbean sailings, as well as extended 14-day Caribbean round-trip voyages.

Viva's debut call in Galveston sailed from the port's new Cruise Terminal 16, a 15,000m² state-of-the-art facility that opened last month (**CW** 12 Nov).

The ship's seven-day itineraries will visit tropical destinations such as Cozumel, Costa Maya, Honduras, and Harvest Caye, Norwegian's resort-style private destination in Belize.

Viva's 14-day voyage on 10 Jan will visit the US Virgin Islands, Antigua, St. Maarten, San Juan, the Dominican Republic, Grand Cayman, Cozumel, and Great Stirrup Cay, Norwegian's private island in the Bahamas.

"We're excited to officially welcome *Norwegian Viva* to Galveston this season," Norwegian Cruise Line Holdings President & Chief Executive Officer Harry Sommer said.

"Expanding our offerings from popular, easily accessible ports allows us to bring unforgettable experiences," he added.

"*Viva* was thoughtfully designed for guests to live life to the fullest, and we're proud to introduce this world-class cruising option to Texas," Sommer said.

The ship will return to Texas for her second winter season to the Caribbean from Oct 2026 through Apr 2027, offering seven-day round-trip Caribbean voyages. *MS*

CLIA UPDATE



with Joel Katz
MD, CLIA Australasia

A proud year

WITH 2026 almost upon us, I think we can be enormously proud of what our cruise community has achieved in this region over the past year.

CLIA's Australasian membership is bigger and stronger than it has ever been - we have welcomed new cruise line members, new executive partners, and now have a record level of agent members.

We've seen higher levels of travel agent engagement than ever, including greater participation in our education and training programs, more nominations for our annual awards, and record numbers of participants in events like Cruise360 and CLIA LIVE.

These are all signs of a cruise industry that is thriving globally and presenting more opportunity than ever.

It is an industry welcoming record numbers of guests worldwide, and introducing billions of dollars' worth of new and advanced ships.

The future is bright, but we do still face challenges, so CLIA is working to achieve a better regulatory environment for cruising to attract more ships to Australian waters.

Your support is invaluable and we're grateful to have the backing of our cruise community. We wish you all the best for the new year.



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