

Cruise Weekly today

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

Ama's new logo

AMAWATERWAYS has unveiled a new logo as part of what is set to be a full rebrand.

The new AmaWaterways logo and terracotta colourways are already being used on the cruise line's website, with the rebrand expected to follow early next month, **Cruise Weekly** understands.

AmaWaterways previously sported a gold logo with a crown motif, which had been in use since the cruise line's rebrand from 'Amadeus Waterways' in the 2000s.



AmaWaterways

Ritz-Carlton's hotel-first strategy

THE Ritz-Carlton Yacht Collection (RCYC) has zeroed in to converting its hotel guests to cruisers, rather than poaching passengers from other lines, Senior Vice President Global Sales & Service Patrick Mitchell said.

The senior RCYC leader spoke at a recent lunch hosted by the cruise line, and attended exclusively by **CW**, revealing the brand's abnormal guest sourcing.

Around 75% of RCYC guests come from Marriott International's luxury hotel brands, while half of its passengers have never taken a cruise before.

As a result, RCYC's message to advisors is to target their clients who stay at luxury hotel properties, Mitchell emphasised.

"We're not here to try to convince you to move a guest from another luxury cruise line to Ritz-Carlton, we're a different



product, and our combined job is to help you understand how we're different, and why that makes the difference for your guests," he said.

"We're less cruise line and more hotel...I think of us as Ritz-Carlton as a 'hotel at sea'.

"Everything that we do is founded on the values of a Ritz-Carlton hotel."

RCYC leaders also shared their plans for next year, and how they are continuing to gear up the recently opened Australian office

(**CW** 20 Jun), which is planned to expand to as many as 12 employees next year.

This could include a marketing/PR/events staffer, as RCYC prepares to ramp up its events strategy in 2026. **MS**

Pictured are Mitchell with Alison Lord, Travel Associates Turramurra; Anastasia Kotanidis, RCYC Director of Travel Partnerships; Lisa Knight, Travel Associates Cronulla; Karl Tailby, Travel Associates Balgowlah; and Seb Seward, VP & GM.



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French limits are in

THE French Riviera's cruise ship limits, announced (**CW** 16 Oct) earlier this year, have officially become effective, limiting the number of passengers who can disembark at popular ports in the region.

The interprefectorial decree became effective earlier this month, according to local media, with an average annual daily total of 2,000 passengers permitted to disembark at ports across the Riviera.

Limits permit up to 3,000 passengers in a single day, provided there is compliance with the annual average.

Get a kick out of CCL

CARNIVAL Cruise Line (CCL) will be showing the FIFA World Cup next year on board its year-round ships *Carnival Adventure*, *Carnival Splendor*, and *Carnival Encounter*.

CCL has secured the rights to the tournament via Sport 24, joining its sister brands Holland America Line, Princess Cruises and Seabourn Cruise Line in showing the 23rd hosting of the Cup.

All of the tournament's 104 games, which are being held throughout North America from 11 Jun to 19 Jul, will be shown throughout the ships, delivering an unparalleled viewing experience at sea on board CCL's fleet.

GFOB launches '26 events



GLOBUS family of brands (GFOB) has launched an exclusive river cruise and tour director road show for Feb, with 11 events across Australia.

GFOB will offer travel advisors and those around the industry a chance to look behind the curtain of its tours and cruises, flying in its top Globus, Cosmos, and Avalon Waterways cruise and tour directors to host a series of showcase events in NSW, Victoria, Queensland, and South Australia.

There will be two events in Sydney, two in Brisbane, two in Melbourne, and one in Adelaide, as well as dates in Newcastle, the Sunshine Coast, the Gold Coast, and the Mornington Peninsula.

The events are designed for both those new and experienced in selling GFOB, with attendees

able to meet the experts in each brand, learn insider knowledge, and unlock greater sales potential for next year.

Advisors can also look forward to a two-course meal, as well as networking opportunities with fellow agents and the GFOB team.

Consumer events will also run on the same day, to which agents can invite their clients.

These events will feature exclusive offers, prizes, and afternoon tea.

The events will be the first held by GFOB since its 2026 Departure Lounge series in Oct (**CW** 09 Sep).

Seats for the trade events are limited, meaning early bookings are highly recommended - **CLICK HERE** to register to attend, and **CLICK HERE** for more info on the consumer events. *MS*

MSC's 2028 WC

MSC Cruises' 2028 World Cruise is now open for sale.

The voyage, aboard *MSC Magnifica*, will travel from the Mediterranean to the Caribbean, South Pacific, Asia, and the Middle East, with guests able to explore more than 40 destinations across almost 30 countries.


Cruising over 115 nights, *Magnifica* will make seven overnight calls in destinations such as Lima, Papeete, Sydney, Hanoi, and more.

This itinerary features brand-new destinations and includes rare calls to some of the world's most unique and remote wonders, such as Grand Turk Island, Nuku'alofa, and Arica.

Guests can choose from embarkation ports including Civitavecchia, Genoa, Marseille, and Barcelona, on 04-07 Jan 2028.

Passengers will enjoy a range of added benefits designed to enhance their journey, including 15 shore excursions within in the booking price; a complimentary dine and drink beverage package; and a 30% discount on laundry services.

Meanwhile, Classic level and above MSC Voyager Club members will receive a 5% discount on their booking price, and the points earned from the World Cruise will be tripled and credited.



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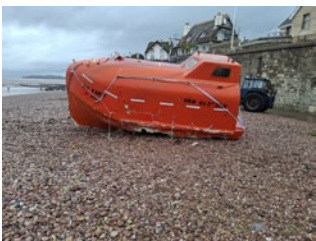
A MYSTERY boat (pictured) washed up on a beach in the United Kingdom has been identified as a lifeboat missing from a cargo ship.

The unusual vessel was spotted on a beach in Devon, and had become detached from a cargo ship that departed Morocco on 16 Dec.

She reportedly lost one of her lifeboats en route to Belgium.

The rescue team safely disposed of the boat's flares and stored the rest of the vessel's contents until it can be retrieved by the ship's owners.

They then used a tractor to pull the boat further from the water line to keep it safe.



Magnifica gets refurb



MSC Cruises' MSC Magnifica has left the Palumbo Malta Shipyard to begin her winter sailings in the Med following a major refurbishment.

Magnifica now features an MSC Yacht Club, two new restaurants, a state-of-the-art spa (pictured), gym facilities, and an expanded outdoor Aurea area.

Two new speciality dining venues, Butcher's Cut and Kaito Sushi Bar, will offer premium cuts of meat and authentic Asian cuisine respectively.

The MSC Aurea Spa has also been fully upgraded, with a

panoramic sauna, steam and salt rooms, and a full menu of treatments for guests looking to relax and rejuvenate.

Meanwhile, *Magnifica's* fitness centre now features state-of-the-art facilities with panoramic views, yoga and spinning studios, and cutting-edge training equipment, as well as a Gentleman's Barber, different workout studios and outdoor Aurea area.

Magnifica's sister ship *MSC Poesia* will undergo similar enhancements in Feb before her Alaska debut in May. *MS*

Ho ho ho from CW

TODAY will be the last issue of *Cruise Weekly* for the year, as the team breaks for the Christmas holidays.

The first day of publishing for the new year will be 05 Jan.

Happy holidays to all of our readers, and thank you for your continued support throughout 2025.

New Crown emerges

PRINCESS Cruises' Crown Princess has returned from her dry dock, with new features such as O'Malley's Irish Pub, a redesigned casino, and other fresh enhancements.

The dry dock in Singapore brought Princess' highly popular Irish pub concept to *Crown*, serving classic comfort food and an extensive beverage collection.

There is also a new Effy Lounge, replacing the Internet Cafe, featuring pieces from the New York City-based jeweler.

Crown has now set sail for Sydney ahead of her Australian season, and her epic, 114-day world cruise.



FUTURE FORWARD

APT Travel Group CEO David Cox on the evolution of the luxury travel sector.

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