



### Cruise Weekly today

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

### NCL's Borg promoted

**NORWEGIAN** Cruise Line (NCL) has promoted Damian Borg to Senior Director of Sales Strategy & Operations, effective immediately.

The promotion follows continued strong growth from Australia, following Borg's last promotion in Apr, when he was elevated to Director of Sales Strategy & Operations (**CW** 08 Apr 2024).

The slightly expanded role will see Borg continue to support Vice President and Managing Director Ben Angell, with a focus on the fly-cruise market for Norwegian to key destinations including Europe, Alaska, and Hawaii.

## End of an era as McAlpine departs Cunard

**CUNARD** Line Commercial Director Katrina McAlpine will depart the company at the end of Apr, as revealed by **Cruise Weekly** (**CW** breaking news).

McAlpine (pictured with Revenue Manager Alex Oakley and Vice President Commercial Matt Gleaves) has been with the cruise line for 13 years, with Cunard describing her leadership as "instrumental" in shaping its success in the Australian market.

"I would like to thank Kat for her incredible leadership throughout her time with Cunard...she has delivered iconic events and campaigns, built outstanding networks and has been instrumental in our success in the region," Gleaves said.

"As we welcome *Queen Anne* and say goodbye to *Queen Elizabeth* in the coming months, I know the team will remain committed to our partners and



guests who continue to support our iconic brand locally."

Cunard said it will announce a new local leader ahead of McAlpine's departure.

The long-time Cunard head leaves the line after a record-breaking year for bookings (**CW** 05 Dec 2024), following the launch of its highly anticipated

new ship *Queen Anne* (**CW** 03 Sep 2024).

Cunard has also been preparing for its "post-home port world" in Australia, revamping its trade engagement platforms as *Queen Elizabeth* prepares to end her long-running annual Australian program at the end of the summer (**CW** 31 Oct 2024). **MS**

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### The tribe has spoken

**THE** Globus family of brands (GFOB) tribe is introducing a new challenge for Australian travel advisors, as the new season of *Survivor* prepares to kick off.

GFOB will roll out weekly competitions for advisors to earn their place at the exclusive Globus Tribal Council in Sydney, where they will compete to win an Avalon Waterways river cruise.

There will be two lucky winners from each GFOB territory, with the challenge now live on the company's National Trade Facebook Group - **CLICK HERE** for more information on the challenge.



## Montague NCLH's new 'Chief Luxury Officer'

**NORWEGIAN** Cruise Line Holdings (NCLH) has appointed Jason Montague as Chief Luxury Officer, to lead the company's multi-billion-dollar strategic upscale fleet expansion for Regent Seven Seas Cruises (RSSC) and Oceania Cruises.

The development will be an advancement of NCLH's 'Charting the Course' strategy (*CW* 21 May 2024), with Montague to oversee both lines, as they execute their long-term newbuild and refurbishment program.

Montague's appointment will also see RSSC's current President Andrea DeMarco step down, while Oceania President Frank Del Rio will report in to Montague.

The new 'CLO' formerly led both cruise lines from 2014-2016, before taking on sole responsibility for RSSC from 2016-2022; he will take up his new post from 17 Feb.

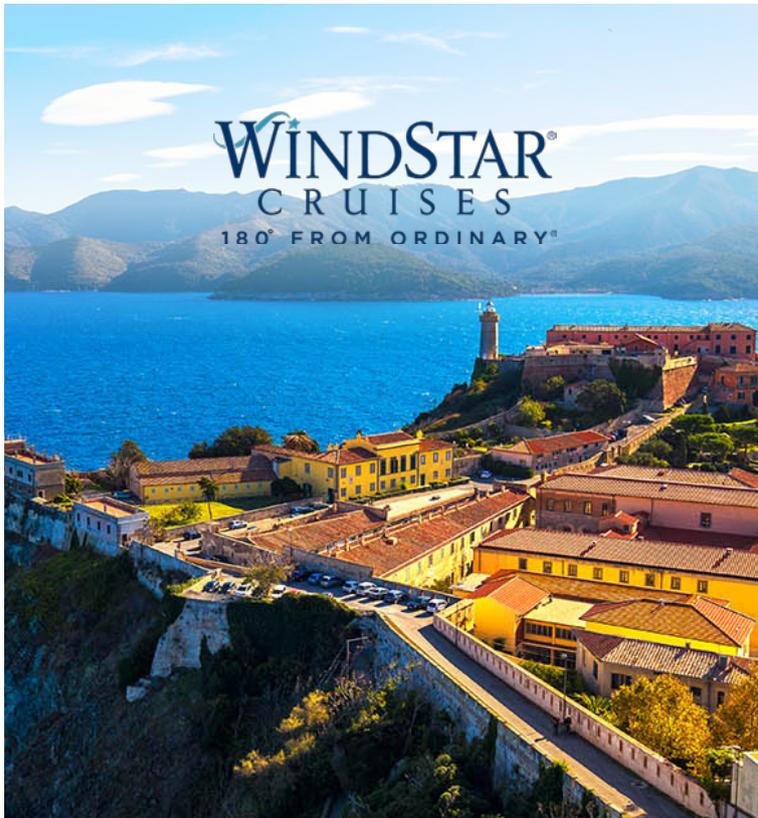


"With over 20 years of expertise in luxury hospitality and a strong track record of driving excellence, Jason brings exceptional strategic expertise to our company and to our executive team," President & Chief Executive Officer Harry Sommer said.

"Having already led Oceania Cruises and Regent Seven Seas Cruises in the past, Jason is uniquely positioned to shape their future.

"His unwavering passion for these brands, coupled with his financial acumen, alignment with our corporate culture and strong focus on executing our Charting the Course strategy, make him the ideal leader."

NCLH plans to substantially increase its presence and positioning in the ultra-luxury and luxury markets over the next five years, with five new vessels to be added through to 2029. *MS*



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**GUNS** of any kind on board a cruise ship are a big no-no - even if it is Santa who is bringing them.

Staff on board a Carnival Cruise Line ship were recently forced to confiscate a child's toy, a Nerf gun, which was intended as a Xmas present.

The family described their Christmas as "ruined", as their child had no gift to open from Santa on 25 Dec.

"How can anyone at Carnival Cruises think this is real... how would you like to see your children have no gift to open from Santa on Christmas morning...who makes these (expletive) stupid rules?"

Carnival Brand Ambassador John Heald replied to the guest, offering his sympathy to the situation, as a father.

However, he was firm behind Carnival's rule that no weapons - not even if they are a child's toy - are allowed on board.

## MSC coming back to Aus



**MSC** Cruises will be back in Australia for its 2027 World Cruise aboard *MSC Musica*.

The itinerary is open for sale now, offering calls in both Sydney and Hobart, with every port on the cruise to enjoy a full-day stay, and an overnight in the capital of New South Wales.

The 121-night journey cruises to 45 destinations across 25 countries, with guests to explore South America, Australia, Hawaii and West Coast of the US, Europe, and the Caribbean.

Other highlights including Rio de Janeiro, Buenos Aires, Ushuaia, Valparaiso, Papeete, the Panama Canal, Casablanca, Mindelo, and Aitutaki.

Embarkation is possible from one of four European ports: Civitavecchia, Genoa, Marseille, and Barcelona, in Jan 2027.

The cruise fare will include 15 shore excursions; a complimentary Dine & Drink beverage package, including house wines, draught beer and a selection of other drinks offered during lunch and dinner; and a 30% discount on laundry services.

Classic-level MSC Voyager Club members and above will also benefit from a 5% discount on their booking price, with points gained from the World Cruise to be tripled and added to their account before the voyage. *MS Musica*.

**Pictured:** *Musica*.

## Explorer to RWC

**RESORTS** World Cruises (RWC) has announced its fleet expansion, with the former P&O Australia's *Pacific Explorer* to transform into *Star Scorpio*.

The ship will home port in Singapore for Resorts World, starting in Mar, once she sails her final voyage for P&O Cruises Australia.

*Scorpio* will also home port in Indonesia, Thailand, Malaysia, and Vietnam, arriving in time for a number of school- and religious-based holidays.

The ship will be the third in RWC's fleet, sailing to popular destinations including to Jakarta, Medan, Melaka, Pulau Redang, Bangkok, Koh Samui, and Ho Chi Minh City.

*Scorpio* will also undergo a US\$50 million renovation and upgrade in Singapore, and will feature many restaurants, bars, showrooms, and other recreational facilities.

"We are pleased to introduce *Star Scorpio* as the third cruise ship for our fleet and to kick start her maiden deployment in Singapore," RWC President Michael Goh said.

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Wendy Wu  
Tours



**Cinzia Burnes**  
COO &  
Helloworld



**Steve Labroski**  
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