

Cruise Weekly today

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

New Cunard film

CUNARD Line has launched a distinctive new global brand campaign, 'Why cruise when you can Cunard'.

The 60-second hero film was produced by creative studio Supernova, and aims to invite like-minded travellers to "experience Cunard's iconic blend of style, elegance, and uncompromising luxury".

The film features a voice-over from actor Richard E. Grant, accompanied by black-and-white visuals.

The film highlights Cunard's flagship transatlantic crossing, as well as key spaces such as the poolside terrace, the Grand Lobby, and the Chart Room cocktail bar - [HERE](#).

Emerald's three years of transformation

EMERALD Cruises' first newbuild yachts (*CW* 17 Jan 2022) have seen the brand transform its identity, pulling in line with its sister marque Scenic Luxury Cruises & Tours.

Anthony Laver, General Manager Sales & Marketing of Emerald parent Scenic Group, told *CW* the cruise line's yacht program is one of the company's fastest-growing products, which has seen it mature from a less expensive alternative to the luxury flagship line.

"Emerald is actually in parallel to Scenic, with its own brand, its own audience," Laver enthused.

"We're seeing our guests now go from Emerald to Scenic and vice versa, whereas that wouldn't have happened if we didn't have those yachts," he explained.

The line took delivery of its first yacht, *Emerald Azzura*, almost three-and-a-half years ago.



This was followed by *Emerald Sakara*, with three more on order: *Emerald Kaia* (pictured), *Emerald Astra*, and *Emerald Raia* (*CW* 08 Apr).

The three new ships will be the largest Emerald has built, each catering to 128 guests compared to the previous ships' 100-passenger capacity.

The cruise line's Director Sales & Marketing Angus Crichton said

the increase in size is purely to service feverish guest demand.

"We're not keeping up with demand as we'd like to, but that's why we've gone to 128...we could go up to 300, but we're about that guest experience," he said.

The change in Emerald's profile has also precipitated a more dynamic booking environment, with far more multi-year and back-to-back passengers. *MS*

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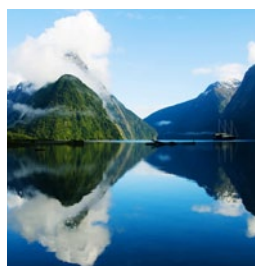
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HX completes refurb of *Spitsbergen*

HX HAS completed the refurbishment of *Spitsbergen*, unveiling enhanced guest spaces, a new bistro, a state-of-the-art science centre, and a refreshed exterior featuring the brand's "indigo and sand" livery.

The overhaul is part of a €7 million investment across *Spitsbergen* (pictured) and her sister ship *Fram* (CW 26 Feb), aimed at improving comfort, accessibility, and operational efficiency across the fleet.

The refurbished vessel now features Brygga Bistro, a new informal, brasserie-style dining concept located on deck 5.

The new eatery serves snacks and light meals during three daily windows: mid-morning, afternoon, and late evening.

Menu highlights include salads, wraps, gourmet sandwiches, pressed toasties, and evening plates such as lamb kofta with



homemade pita.

Brygga also offers guests a more flexible and relaxed dining alternative between landings or after excursions.

The restaurant is part of HX's fleetwide all-inclusive offering, which became standard across all ships in Nov (CW 19 Mar 2024).

Meanwhile, *Spitsbergen's* newly built Science Center, located on deck 6, features interactive screens, flexible lecture space, a small library, dedicated workstations for citizen science,

and an interpreter system for multi-language talks.

The Explorer Lounge & Bar has also received a refreshed interior and updated seating, making it an inviting space to relax after a day of excursions.

The adjoining Explorer Bar now serves HX's new signature cocktail range, a collection of 14 handcrafted drinks inspired by the company's itineraries.

The 220-guest vessel will now resume service for the summer Arctic season, sailing in and around Svalbard.

Spitsbergen will then continue east for the winter, when HX will return to its homeland of Norway.

The ship will operate all-inclusive sailings above the Arctic Circle from Jan through Mar, with the launch of HX's new seven-day 'Ultimate Norway - Arctic Expedition under the Northern Lights' itinerary. MS

Botanica hits 25

APT Travel Group's Botanica World Discoveries brand is celebrating 25 years with the launch of its 2026 collection, featuring three brand-new small ship itineraries.

Among the highlights is an exclusively chartered 12-night Mediterranean cruise aboard *Caledonian Sky*, visiting the MGS Garden at Sparozza, and Sicily's Florence Trevelyan and San Giuliano gardens.

Botanica's international program also features an 11-night cruise aboard *Hebridean Sky*, exploring the Canary Islands, Madeira, and mainland Portugal.

The islands of Japan and South Korea are also explored on an 11-night coastal cruise aboard *Island Sky*, with stops including the Koraku-en gardens, as well as Kyoto's Bamboo Forest.

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CRUISE ships regularly run workshops on all kinds of fun and serious topics, but not many are hosted by one of the icons of global fashion.

Supermodel Coco Roche, who has graced more than 100 magazine covers during a 20-plus year career, will impart her knowledge and experience at the first Coco Rocha Model Camp, coming soon to Cunard.

Known as the Queen of Pose, Rocha will take attendees through her dynamic posing techniques - which may or may not include 'The Magnum'.

Rocha will also share stories from her esteemed career, which has seen her walk the runways for the world's top fashion houses including John Galliano, Chanel, Louis Vuitton, Prada, Jean Paul Gaultier, Armani, Marc Jacobs and more.

Travellers can engage with Rocha during Cunard's annual trans-Atlantic Fashion Week voyage, which sets sail from New York on 31 Oct, bound for Southampton in the UK.

The sailing will include appearances from fashion industry icons Bob Mackie and Christian Siriano, with the latter hosting his first-ever runway show at sea.

Fashion fans will also have the opportunity to hear more from Siriano during a Q&A session and meet him during a scheduled book signing.

Brisbane's bold vision

THE Port of Brisbane has unveiled 'Vision 2060', a plan that aims to position the Queensland capital's cruise terminal as a world-class tourism gateway.

With a focus on sustainability, the road map will support the decarbonisation of the cruise industry by offering ship-to-shore power, access to clean fuels, and net-zero port operations.

Vision 2026 also emphasises smarter resource management, endeavouring to process waste from vessels using on-port waste-to-energy solution, thereby eliminating landfill.

The 35-year plan also takes a circular approach to port services, specifying that recycled water will be used for terminal operations and potentially shared with cruise operators.

Additionally, Vision 2060 seeks to improve the passenger experience by offering educational programs on marine research, First Nations culture, and the local ecology of Moreton Bay Marine Park.

Digital systems and data collaboration will also be put in place to enable portwide-coordination, resulting in faster boarding, smarter security, and smoother logistics.

The vision also highlights the importance of dedicated road and rail networks, as well as the ability to welcome larger vessels through an upgraded shipping channel, as key factors in ensuring the port is seamlessly connected to the region.

Port of Brisbane described the plan, which was co-created with industry, government and



community partners, as a "bold new vision for the future of trade, sustainability and innovation".

"As our region looks ambitiously to the future, the Port of Brisbane will continue to play a critical role in driving economic prosperity for Queensland and supporting the growth our region is set to experience," it declared.

See the full report **HERE**. JM

Mitsui retirement

JAPANESE cruise line Mitsui Ocean Cruises will formally retire its ship *Nippon Maru* early next year, as it acquires newer vessels.

Mitsui has taken delivery of *Mitsui Ocean Fuji*, which previously sailed as *Seabourn Odyssey* (CW 12 Dec 2024), and has purchased *Seabourn Sojourn* (CW 06 Mar), which will also be renamed upon its transfer late next year.

Nippon Maru, built in 1990, has effectively sailed a distance equivalent to 133 laps of the world.



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