

Ama CEO swap

AMAWATERWAYS has announced current CEO and co-founder Rudi Schreiner will transition to Chairman of the board, while President Catherine Powell (pictured) will become CEO from 01 Jul (CW breaking news).

Meanwhile, co-founder Kristin Karst will continue in her role as Chief Brand Ambassador, which she began in Feb this year.

Powell became President at the river cruise line in Feb, after serving as Airbnb Global Head of Hosting for four years (CW 12 Feb).

Prior to that, she spent 15 years with The Walt Disney Company as an exec in the company's parks division.

"We are so excited about what we have been building - internationally with new markets, new passengers and, frankly a whole new generation of river cruisers," said Schreiner.

"I am delighted that we are investing in the kind of leadership Catherine brings to the company.

"It's a real inflection point, and I couldn't be prouder."



APT embraces earlybirds

EXCLUSIVE

BOOKINGS from Australia for APT's cruises are happening earlier than historical norms, leading the brand to release its products to market sooner.

The insight was recently revealed by APT CEO David Cox, who told **Cruise Weekly** that the trend will see APT release its 2027 Europe collection next month to cater to that growing segment who want to lock in holiday plans well in advance.

While Cox noted a larger cohort of APT's customers are continuing to book its itineraries around 12 months prior to departure, there was definitely an emerging shift toward 18-24 months earlier.

"It's clear that some want certainty to get the date they want, the product they want, and they really want to plan well ahead," Cox explained.

"There are other people who will sit back and wait and understand what the lay of the land is, they can be people that are six months out, but the majority of people in Australia are booking about 12 months out."

While the newest ships for APT are close to sold out for 2025 and have already experienced a strong start to 2026, Cox said the growth plan for 2028 and 2029 was already underway.

When the APT chief was asked about the pipeline of new vessels coming into the market beyond what has been announced, he



did not give too much away, but confirmed that growth could not be achieved without inventory, and "yes, there are plans afoot".

Any expansions to the fleet would follow the already-revealed new Travelmarvel ship coming online in 2026, which will service the sailings between Amsterdam and Budapest, as well as a new ship in Egypt. **AB**

A&K adds three

ABERCROMBIE & Kent (A&K) has added three cruises in Europe and the Pacific to its 2026 collection.

Travellers can now book an 11-day voyage of the British Isles taking in WW2 history and Scottish nature hikes.

Also on offer is a new Arctic Wildlife Expedition in Svalbard, as well as a sailing through French Polynesia and Tahiti.

Cruise Weekly today

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

Oceania savings

OCEANIA Cruises is offering up to 30% savings on all 2027 sailings, plus a free beverage package, up to US\$800 shipboard credit, and 50% reduced deposits.

The offer ends 01 Jun, **HERE**.

**Book Early
and Save Up To
30%
on voyage fare
on select
Australia sailings***

Book through
25 July 2025



Disney CRUISE LINE

Book now through your preferred cruise wholesaler!

*T&Cs apply. ©2025 Disney Ships' Registry: The Bahamas



READY, SET, PICK YOUR PERK

**CREDIT OR ONE HOTEL NIGHT OR AN
ALL-INCLUSIVE PACKAGE**

BOOK BY 30 JUNE 2025

For more information, contact 1300 749 875 or email reservations@windstar.com.au

Heritage sells out

HERITAGE Expeditions has announced its 2025 season is now sold-out, prompting the family-owned cruise company to release a brand-new departure in 2026.

The 11-day cruise, which takes place on board 140-guest ship *Heritage Adventurer*, will now offer three departures next year, including 13 Jul, 23 Jul, and 02 Aug 2026.

Guests will experience King George Falls; outdoor galleries showcasing ancient Aboriginal rock art; World War II relics; the birding paradise of the Lacepede Islands and Ashmore Reef; and a helicopter excursion to Mitchell Falls.

Commercial Director and Expedition Leader Aaron Russ said word-of-mouth had played a key role in Heritage Expeditions' Kimberley voyage becoming one of the most in-demand Kimberley expedition cruise experiences.

"We are incredibly proud to be sharing our authentic expedition cruise experience of Australia's peerless Kimberley coast aboard our purpose-built flagship *Heritage Adventurer*," said Russ.

Travellers who book any of the 2026 'Kimberley Explorer: Expedition Cruising Australia's Iconic Kimberley Coast' departures before 30 Jun 2025 will enjoy a 20% discount - **CLICK HERE** for details.

MSC Yacht Club rolling out



MSC Cruises' MSC Yacht Club is coming to *MSC Magnifica*, and is now available to book for the northern summer of 2026.

The line's 'ship-within-a-ship' concept will offer guests 63 exclusive suites across five categories, including ocean-view balcony suites and connected family suites, once she emerges from dry dock later this year.

Guests can enjoy the ultra-luxurious royal suite, which accommodates up to six people, and boasts its own private whirlpool and a 78m² terrace.

Other highlights of the new Yacht Club include a restaurant and lounge, and a private sun deck with a pool, as well as a grill restaurant and bar.

Passengers booking the Yacht Club, which will be located across

the upper decks on *Magnifica*, will benefit from exclusive features such as a 24-hour butler and concierge service.

Also introduced to *Magnifica* during the dry dock will be the new MSC Aurea Spa and MSC Gym Powered by Technogym.

"The MSC Yacht Club is one of our most highly regarded products, loved by guests for its outstanding level of service, elegant spaces and exclusive facilities, so we are proud to be bringing this to *MSC Magnifica*," Chief Exec Gianni Onorato said.

"The extensive remodelling is the largest we've undertaken in the last 10 years and underlines our commitment to offer our guests the best possible guest experience across our entire fleet," he added. *MS*

Solstice refresh

CELEBRITY Cruises has announced a US\$250 million fleet refresh to modernise its *Solstice Series* ships.

Starting with *Celebrity Solstice* in 2026, the transformation will add eight new spaces to the ships, including four venues.

The bow-to-stern enhancements include an all-new intimate entertainment venue called Boulevard Lounge; Celebrity Barcade, a sports bar; and redesigned sundeck and lounge for guests of The Retreat.

Guests can also expect all-new stateroom categories, available to book starting mid-Jun, including: the panoramic infinite veranda suite, deluxe panoramic ocean view suite, panoramic ocean view suite and deluxe panoramic ocean view, along with ship-wide stateroom upgrades.

"Our *Solstice Series* ships represent the best of classic cruising, and now we're elevating this holiday experience even further by adding brand new experiences and enhancements at every turn," said President of Celebrity Cruises, Laura Hodges Bethge.

"Guests will enjoy more ways to explore and restore, all while staying true to what made our guests fall in love with these ships in the first place."

CARNIVAL'S GIFT CARD MAY-HEM!
4 WINNERS. \$400 EACH. EVERY WEEK FOR 4 WEEKS.



HOW TO BE IN THE DRAW TO WIN:

Simply make a Carnival booking during our Promotional Period (1-31 May) and visit GoCCL.com.au to Register.

Every deposited booking you make allows you an entry! The more you sell, the more chances you have to win!

LEARN MORE & REGISTER TODAY!

*Terms and Conditions Apply. Entry is open to Australian and New Zealand consultants registered on GoCCL.com.au. To be eligible, consultants must complete the registration process. Only deposited bookings will qualify for entry. For full terms and conditions, please visit GoCCL.com.au.



TWO British holidaymakers have been arrested in Ibiza after being accused of trying to skip out on a large four-figure cruise bill.

Reports suggest the pair were "in a hurry" to exit the unnamed cruise ship, and were later caught trying to board a plane at Ibiza Airport, with the authorities now holding them on suspicion of fraud over a the £2,685 bill.

Spanish Police called to the scene have since interviewed crew members, who told them the alleged offenders had tried to "push" their way off the ship in their attempts to abandon the vessel.



Insights from Disney Days



DISNEY Days returned to Sydney this week, with industry experts, including Director of Walt Disney Parks and Resorts, Andrea Robinson, sharing updates, trends and insights from the company.

"[Disney Cruise Line] had a sell-out season one, season two was really strong and of course, we're back for a third season, which actually speaks volumes about the importance of this market," she said.

In terms of trends, multi-generational travel is popular at Disney parks and cruises, although Robinson observed that while the grandparents may pay for the holidays, it is often the mother

who is the key decisionmaker.

"From a marketing point of view, both audiences are incredibly important, and we need to influence them," she said.

Off the back of that, AWOKS (adults without kids) are a popular demographic at Disneyland that should not be overlooked.

Meanwhile, Disney Destinations' Amy Mortlock and Steph Johnson discussed the newest ships joining the fleet and the Christmas holiday festivities, which will take place on board *Disney Wonder* from 09 Nov to 29 Dec.

Clients can save up to 30% off their ANZ voyage fares for sailings from 19 Oct 2025 to 03 Feb 2026, if they book on or by 25 Jul. *JHM*

Celestyal Euro deals

CELESYTAL has marked the start of its Europe summer season with up to 60% off cruises, a free shore excursion offer, and bonus specialty food and dining credit.

Travellers can enjoy significant savings across 87 sailings between Jun 2025 and Mar 2027, including 19 departures of the seven-night 'Desert Days' itinerary, and 13 departures of the new shorter 'Iconic Arabia' cruises.

The complimentary shore excursions include the half-day guided 'Mykonos Walking Tour', and the 'Kotor Walking Tour', which takes in the key highlights of the UNESCO world heritage city.

Clients will also receive an enhanced bonus top-up amount added to all pre-payments loaded onto CelestyalPay, the line's specialty beverage and dining tab.

Agents will be paid commission on every pre-booked CelestyalPay food and beverage purchase and chargeable shore excursion, the line confirmed.



UNLOCK YOUR POTENTIAL: Join Our Mentoring Program and Ignite Your Success!

TIME is a Career Advancement Path for all Employees in Travel, Tourism, Hospitality, Cruise and Aviation Industry including Regional, and Rural Areas across Australia

**WHAT TIME CAN
DO FOR YOU...**

- Further develop your management and leadership potential
- Develop confidence and networking opportunities
- Strategic career planning
- Increase your knowledge of organisational culture & processes

For more information visit - www.travelindustrymentor.com.au



cruiseweekly.com.au
cruiseweekly.co.nz

Cruise Weekly is part of the Business Publishing Group family of publications.

Cruise Weekly is Australasia's leading travel industry cruise publication.

EDITORIAL

Editor - Myles Stedman
Deputy Editor - Matt Lennon
Journalists - Adam Bishop, Janie Medbury
Editor-at-large - Bruce Piper
Editorial Director - Damian Francis
Associate Publisher - Jo-Anne Hui-Miller
info@cruiseweekly.com.au

ADVERTISING & MARKETING

Head of Sales & Marketing - Sean Harrigan
advertising@cruiseweekly.com.au

GENERAL MANAGER & PUBLISHER

Matthew Vince

ACCOUNTS

accounts@traveldaily.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: (AU) +61 2 8007 6760 or (NZ) 0800 799 220
Tel: (Int'l) 1300 799 220



Cruise Weekly is a publication of Cruise Weekly Pty Ltd ABN 73 123 041 485. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Damian Francis.