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in a Prestige Stateroom with balcony*



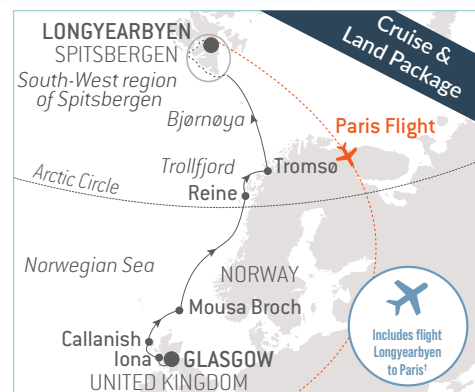
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Cruise Weekly today

CRUISE Weekly today features four pages of cruise news, plus a cover wrap from **Ponant Explorations**.

Ponant perfect pair

PAIR your Ponant 2026 European small-ship itinerary with a land package and receive \$800 credit.

Sample cruise and land package pairings include 'The Hebrides Archipelago: A Journey Deep into the Heart of the Wilderness', departing from Dublin to Glasgow on 18 Aug 2026.

This nine-night cruise can be combined with a one-night Dublin and Powerscourt Gardens stay pre-cruise.

The package is available from \$11,299 in a Prestige stateroom with a balcony - more info on the **cover page**.

Oceania serves up new Allura

OCEANIA Cruises has christened its new ship *Oceania Allura* in Florida, with the vessel's godparents - a selection of *Food + Wine* 'Best New Chefs' alumni - honoured with the tradition of breaking a champagne bottle across her bow.

Tavel Bristol-Joseph, Katie Button, Calvin Eng, Aisha Ibrahim, George Mendes and Lawrence Smith bestowed good fortune upon *Allura*, and all who sail aboard her, in a pier-side celebration in Miami.

The fanfare commenced with a ship-wide cocktail reception and dinner before moving to the pier for the ceremony.

Allura then commenced sailing on a three-day celebratory round-trip voyage, which concluded earlier today.

Cruise Weekly was one of a select few trade media attendees to accompany the Australian



contingent (**pictured**) to the US for the event.

"We couldn't be more thrilled to officially welcome *Oceania Allura* to our fleet," Chief Luxury Officer Jason Montague said.

"It is only fitting that she be

christened in our hometown of Miami - a city that embodies vibrancy and sophistication.

"We are deeply honoured to celebrate this momentous occasion alongside her distinguished godparents." *MS*

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On location on board
Celebrity Xcel

Today's issue of *CW* is coming to you courtesy of **Celebrity Cruises**, which this week is hosting us aboard the new **Celebrity Xcel**.

CELEBRITY Cruises' new ship *Celebrity Xcel* has just begun sailing, and *Cruise Weekly* is one of the first trade media to be invited aboard.

CW has joined a two-night cruise out of Fort Lauderdale to experience everything *Xcel* has to offer, including her redesigned poolside area and new interactive arcade lounge.

One of the standout additions is The Bazaar, a dynamic venue that will change daily to reflect each port of call - learn more on [page four](#).

Reidy joins Celestyal as new Country Manager

EXCLUSIVE

CELESTYAL Cruises has appointed a new Country Manager, with Brenton Reidy (pictured) starting in the role today, *Cruise Weekly* can exclusively reveal.

Reidy joins Celestyal after two-and-a-half years as a Business Development Manager for MSC Cruises, reporting to Director of Business Development Asia Pacific, Jarrod Zurvas.

Reidy will also work with Ascend Travel Group, who manage trade services for the cruise line in the local market.

Celestyal has not employed a leader at national level in Australia since the departure of former Regional Manager Stewart Williams just over 12 months ago, (*CW* 05 Nov 2024), who oversaw the cruise line's local business.

Following his departure, Mary Williams - who herself left Celestyal just a few weeks ago



(*CW* 15 Oct) - served as the cruise line's Business Development Manager in Australia, and its sole employee in the country.

Reidy's role will be based in Adelaide, and will be responsible for driving continued growth and awareness of Celestyal across the country, working closely with the cruise line's existing partners and developing new partnerships as the brand expands to full year-round operation.

"I'm thrilled to announce that Brenton is joining the team and

look forward to working with him to lift Celestyal's presence in the region during a period of significant fleet and destination growth," Zurvas said.

"With the arrival of *Celestyal Discovery* in the Arabian Gulf this year, alongside *Celestyal Journey*, both our ships will be cruising year-round for the first time - this presents myriad opportunities for growth out of Australia.

"As we look to double the number of guests we carry in the Gulf, this presents an exciting opportunity for key growth markets...Brenton will be pivotal in supporting us during this phase of rapid expansion."

Reidy added: "It is an exciting time to join Celestyal and I am looking forward to continuing to work with industry colleagues to promote the cruise line."

"It's a rare opportunity to be part of a team as it opens up a new destination." *MS*

'Spektakulært'

BLACK FRIDAY SALE



It's not just the views that are spectacular with Hurtigruten's Black Friday Sale. Get up to 50% off Hurtigruten cruises along Norway's famously picturesque coastline when you book before December 8, 2025, and you could witness the Northern Lights or the awe-inspiring Midnight Sun at a price that's just as amazing. Or as the locals would say... 'Spektakulært'! **Don't miss out. Call our local Coastal Specialists on 1300 151 548 or visit [hurtigruten.com](https://www.hurtigruten.com)**

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CRUISE Oceania christens its new *Allura*

WEEKLY

Mon 17th November 2025

OCEANIA Cruises has christened its new ship *Oceania Allura*, bringing media from around the world to Miami to celebrate the second vessel in the Allura-class.

The ship will now sail on an inaugural Caribbean season spanning more than 90 destinations on an array of seven- to 34-day voyages. *Allura* boasts two crew members for every three guests, half of whom are dedicated to culinary operations, carrying out Oceania's tag line of 'The Finest Cuisine at Sea'.

Among the 12 onboard dining experiences is the glamorous Grand Dining Room, featuring 270 new recipes across all three meal services; and the Creperie, a completely new concept for Oceania, offering a selection of tempting French crepes, Bruxelles waffles and bubble waffles, alongside gelato sundaes.

Allura also marks the reprisal of Oceania's original French restaurant, Jacques, named after famous French Chef Jacques Pepin.

The menu for the new iteration of the venue is a collaboration between Pepin himself and the cruise line's current Executive Culinary Directors, Alexis Quaretti and Eric Barale.



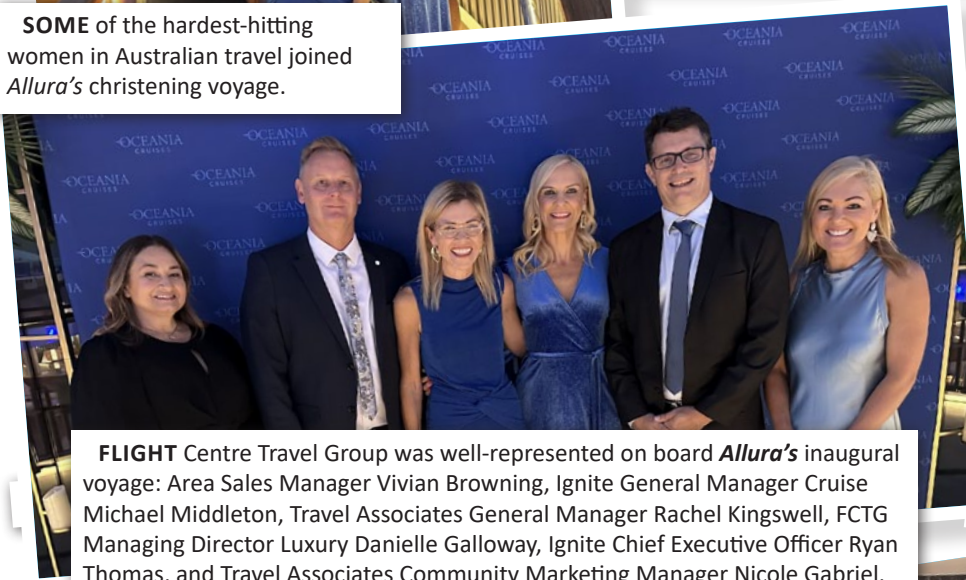
OCEANIA Cruises Business Development Manager Martine Nunes and Director of Sales James Sitters.



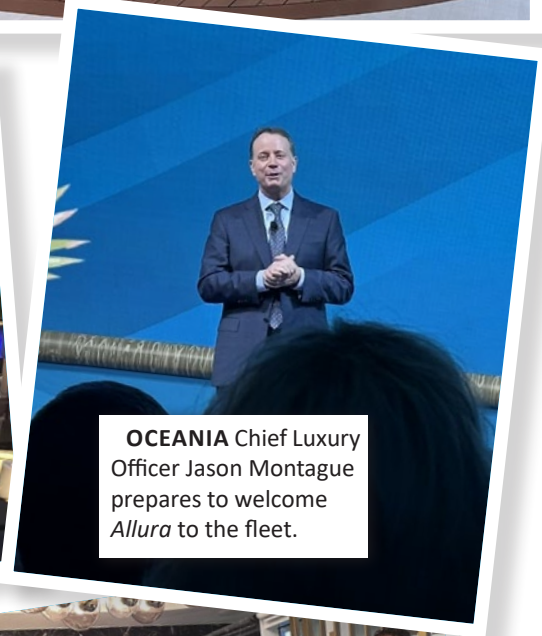
THE Australian trade group on board *Oceania Allura*.



SOME of the hardest-hitting women in Australian travel joined *Allura's* christening voyage.



FLIGHT Centre Travel Group was well-represented on board *Allura's* inaugural voyage: Area Sales Manager Vivian Browning, Ignite General Manager Cruise Michael Middleton, Travel Associates General Manager Rachel Kingswell, FCTG Managing Director Luxury Danielle Galloway, Ignite Chief Executive Officer Ryan Thomas, and Travel Associates Community Marketing Manager Nicole Gabriel.



OCEANIA Chief Luxury Officer Jason Montague prepares to welcome *Allura* to the fleet.



SENIOR Director of Sales EMEA Gabriella Fonzo and Senior Vice President International & Consumer Sales Steve Odell.



OCEANIA'S Virtuoso partners gather for a special shipboard drinks celebration.



MOST cruise lines focus only on shipboard innovation, but Holland America Line is also making waves in the horticultural world.

The cruise line has unveiled an new exclusive tulip it developed, celebrating its Dutch heritage.

Set to bloom in Apr, the ceremonial handover of the first bulbs took place recently at the iconic Keukenhof gardens in the Netherlands.

Captain Jeroen Baijens of Holland America Line's flagship *Rotterdam*, along with VP International Sales & Marketing Nico Bleichrodt, presented the bulbs to representatives from the 'Garden of Europe', as Keukenhof is known.

An official naming ceremony will take place when the flowers bloom.



Seabourn Black Fri

SEABOURN has launched its 2025 Black Fri 'sail', which is available now until 02 Dec.

The offer provides exceptional value on select 2026-27 voyages - [CLICK HERE](#).

Celebrity Xcel unleashes fun



CELEBRITY Cruises' *Celebrity Xcel* (pictured) has officially set sail, with the groundbreaking new ship introducing seven all-new experiences for the line.

Xcel has arrived in Fort Lauderdale as the fifth ship in Celebrity's Edge-class, with her first cruise departing last week.

The ship was created with the help of vacationers globally through the *Xcel* Dream Makers program (**CW** 22 Jan), which invited participants to finalise many elements of *Xcel's* experience, from culinary through to entertainment.

Among the new experiences designed by the Dream Makers is The Bazaar, a three-storey space that transforms daily, introducing new ways for guests to immerse themselves in the destinations they are calling.

The Bazaar blends guests' on board and in-port experiences through food, activities, live music, and more.

Meanwhile, the Bora rooftop restaurant will transport guests to the Mediterranean, offering the

perfect setting to enjoy a lively brunch or an intimate dinner.

Guests can also enjoy chilled towels, card games, sunscreen and storage for personal items at the redesigned Celebrity Pool Club, which offers a pool valet and increased shading.

"With each new ship, we raise the bar for the ultimate vacation experience - and *Celebrity Xcel* stands in a class of her own," Royal Caribbean Group Chair & Chief Executive Jason Liberty said.

"With innovative design, elevated style, and signature hospitality, *Celebrity Xcel's* arrival sets a new standard for the industry and adds to our collection of experiences that turn the vacation of a lifetime into a lifetime of vacations."

Celebrity President Laura Hodges Bethge added: "From the seven new spaces guests will experience, to the innovative *Xcel* Dream Makers program where our guests played a direct role in shaping the ship's features, *Celebrity Xcel* lives up to her name in every way." *MS*

WA wins with NCL

NORWEGIAN Cruise Line (NCL) has opened sales for its first cruises of the 2027/28 season, which will include visits to nearly 70 distinct ports across Australia, Japan, and more.

The new deployment includes voyages ranging from week-long to 21-day journeys, with Fremantle included among more than 50 overnights for Norwegian throughout the season.

A highlight of the program will be the cruise line's first call to Esperance aboard *Norwegian Spirit*, which will mark her fifth consecutive season in local waters.

Spirit will home port in Sydney from Dec 2027 through to Apr 2028, with other local highlights to include four overnight calls in Melbourne and one in Adelaide, allowing guests to dive deeper into the cultural and culinary scenes of the destinations.

Australians can also kick off the festive season in style with *Spirit's* ultimate holiday escape, which combines a 14-day round-trip Sydney voyage through Australia and NZ with a 21-day Sydney to Singapore cruise via Indonesia, creating a 35-day back-to-back journey from 20 Dec 2027.

Passengers will celebrate Christmas in New Zealand's Fiordland region, ring in the New Year in the Bay of Islands, and discover Kangaroo Island and Western Australia's coastal gems, before *Spirit* sails on to Indonesia for three days.