

HAL of a Black Fri

HOLLAND America Line (HAL) has unveiled Black Fri and Cyber Monday savings on its 2026 voyages.

The cruise line is offering up to US\$250 onboard credit per person - find out more [HERE](#).

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Celebrity on innovation trail

CELEBRITY Cruises wants to be a company that constantly innovates throughout its fleet, Chief Marketing & Product Officer Michael Scheiner said.

The cruise line does not want to be a brand that neglects its older ships, or simply brings them in line with newer vessels, Scheiner revealed this week on board the new *Celebrity Xcel* (*CW* yesterday). Instead, it wants to ensure all of its fleet receives an equal amount of attention from its product and innovation teams.

"A lot of companies talk about innovation, but they don't actually invest in it, and our company truly does," he declared.

"If you look at the Solstice-class, which are about to go into dry dock, there's brand new concepts coming on those ships that don't exist anywhere else.

"We're taking an older class of ships and putting brand new things on it."

Adding to this thought was Royal Caribbean Group Chair & Chief Executive Officer Jason Liberty, who said part of the need to innovate individually on each ship is born out of the different shapes and sizes of each vessel in the fleet.

"You also have to have the space to be able to [innovate]," he explained.

"In some cases, you don't want to put out a compromised version of what works well...what we won't do is roll stuff back to



where it is being marginalised."

Another factor governing innovation is where each ship sails, with Liberty explaining that guests want something different on board when they're on vessels with port-heavy schedules, in regions like Asia and Europe. *MS*

Pictured: Liberty and Scheiner share a panel on board *Xcel*.

Cruise Weekly today

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

Ponant on path to decarbonisation

PONANT Explorations Group lowered its CO₂ emissions per cruise day by 14% compared to reference year 2018, reaching almost half its target of a 30% reduction by 2030.

The results were reflected in the line's newly released 2024 sustainability report, which illustrated the progress it has made towards reducing its environmental impact.

Ponant's other eco-focused achievements include the 100% elimination of single-use plastics, with 20 tonnes of plastic waste avoided in one year, and the sorting of 100% of waste on board.

Read the full report [HERE](#).



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Aus providing Oceania with early business

OCEANIA Cruises' push from an upper-premium to a luxury line has paid off in spades, with the brand posting some of its best sales numbers in the past months.

President & Chief Executive Officer Harry Sommer, speaking on a panel at the christening of the new *Oceania Allura* (pictured) last week (*CW* yesterday), said advisors in particular have been providing a massive contribution to the brand's bottom line.

"Trade sales are nothing short of spectacular these last three or four months now...we're hitting the booking and revenue targets that we're looking to hit," he said.

"I think underpinning this is the importance of the brand, looking at what Oceania's positioning is in the marketplace, and truly positioning this as a luxury brand," Sommer added.

Oceania is investing heavily in increasing its share of non-



American guests, Senior Vice President International & Consumer Sales Steve Odell added, with this segment diversifying some of the cruise line's key metrics.

"About 20% of the business comes internationally, but that's increasing because we've really made a big concerted effort in the last 12 months to grow the share of international guests on board," Odell added.

"The reason for doing that is, in certain markets, we can get very early business, [other] markets

we can get very late business, and the booking curves can often be quite different from the US.

"It's a really good way for us to get a good baseloading of business for the future."

Australians often book very far in advance, Odell explained - sometimes up to 18 months ahead - while Europeans can do a lot of business in the last few weeks before a cruise departs.

Trends the two markets share include staying for longer and booking higher-category accommodations, he added. *MS*

Ama doubles team

AMAWATERWAYS has appointed three new team members in the Australia and New Zealand market, doubling the size of the local team.

Josefina Luna has joined the start-up team, which was established around a year-and-a-half ago (*CW* 16 May 2024), as Marketing Coordinator, alongside Kev Harmalkar and Eddie Chang as River Cruise Specialists - Reservations.

The additions will bolster AmaWaterways' ANZ office, further equipping it to help travel advisors capitalise on the growing demand for river cruising, while offering enhanced local support.

Steve Richards, Managing Director, Australia and New Zealand said the trio's "specialist skills and passion for river cruising bring fresh energy to our local presence".



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AVID cruisers have revealed what they regretted packing on a cruise - an important question, considering cruise cabins have limited storage.

A Reddit user attracted more than 200 comments after they posed the question, with 'too many clothes' topping the list.

"I packed ~12 outfits and 4 swimsuits + coverups for a 7night/8day cruise and I could have packed less than half of that," one commenter wrote.

On a similar note, many said they had brought too many shoes with them.

"[I] now try to only pack two pairs and I wear my bulkiest pair on the plane/ship (sneakers). I then pack a pair of flip flops or water shoes for the pool and spa areas," one traveller suggested.

Other advice included to forgo packing basic toiletry items such as tissues, body wash and shampoo, which are already stocked in the cabins.

Books were also on the 'leave behind' list for some, with one user claiming she brought a novel on board but did not open it once, as she was too busy enjoying other activities on the ship.

Commenters also offered advice on things that *should* be packed, including wrinkle-release spray, since many ships do not allow irons, and a trash bag for dirty clothes.

CCL gets serious about fun



CARNIVAL Cruise Line (CCL) has unveiled its new 'Find Your Fun Again' campaign, headlined by *Parks and Recreation* star Nick Offerman, who the brand has declared its "unlikely hero of fun".

It is the first campaign under the line's new brand platform, 'Carnival is Calling', which debuted 01 Nov.

The Emmy-winning actor - who was raised in a family of cruisers - imbues the Carnival brand with his deadpan humour and playfulness in a series of ads that were co-written with his team of *Parks and Recreation* writers.

Offerman is depicted enjoying several of Carnival's on board activities, including abseiling and water slides.

The campaign aims to reach potential cruisers or those who feel that something is missing from their current vacation experiences, with an emphasis on encouraging people to leave behind digital distractions and embrace real-world fun.

"We believe Nick Offerman

is the best person to be our 'unlikely hero of fun,'" said Amy Martin Ziegenfuss, Chief Marketing Officer of Carnival Cruise Line.

"His signature blend of wry humour and credibility is the perfect way to deliver our message," she added.

"Nick's personal mission, which aims to get kids off their screens and start creating projects, aligns with our vision of encouraging people to get out, reconnect and find their fun again, with Carnival."

Offerman joins a long line of Carnival celebrity spokespeople and brand ambassadors, including Shaquille O'Neal, Guy Fieri, Emeril Lagasse, Jonathan Bennett Kathie Lee Gifford. *JM*

Cruise into Tahiti

CRUISE Traveller has launched a 10-night 'Spirit of Tahiti' package, which departs 10 Dec 2027.

Earlybird savings are available until 08 Dec 2025 - see **HERE**.

NCL shows blast off

NORWEGIAN Cruise Line (NCL) has announced the upcoming debut of new entertainment experience, 'Rocket Man: A Celebration of Elton John'.

The tribute to the glam rock icon is scheduled to premiere on the new *Norwegian Luna* in Mar 2026, along with mixed reality show 'HIKO: Innovation Meets Wonder'.

Featuring elements of Elton John's archive of footage and imagery, the concert-style show will feature hits like 'Rocket Man', 'Tiny Dancer', 'Bennie and the Jets', and 'Don't Go Breaking My Heart'.

Norwegian Luna will also debut original production 'HIKO', a sci-fi show that blends cirque artistry with mixed reality visuals.

The production features four elite gymnasts - the most ever in an NCL show.

Other offerings included in the fresh entertainment line-up are 'LunaTique', the ship's exclusive production for guests 21 and older, along with 'Syd Norman's Presents: A Tribute to Eagles', a new tribute show performed by the cast of the popular 'Syd Norman's Presents: Rumours'.

Additionally, guests can enjoy two fully reimagined themed deck parties.

"From captivating tribute concerts to awe-inspiring original productions, our lineup has something for guests of all ages," said Bryan White, VP Entertainment production at NCL.