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Cruise Weekly today

CRUISE Weekly today features four pages of the latest cruise industry news, plus a cover wrap from **Silversea** and a full page from **Scenic Luxury Tours and Cruises**.

Save up to \$15,000

CLIENTS can save up to \$15,000 per suite on Silversea's expedition cruises during the line's Black Friday sale, on now until 02 Dec.

There are other perks available too - see **cover page**.

Scenic bonuses

SCENIC is offering a \$100 bonus on deposited bookings made between 08 Nov-15 Dec.

The promotion applies to select ocean and river cruises - check out the **back page** for all of the exciting details.

Celebrity's "mini-Edge-class" river ships

CELEBRITY Cruises' river vessels are going to resemble a "mini-Edge-class ship", President Laura Hodges Bethge has revealed.

The cruise line's head, speaking on board *Celebrity Xcel* last week (**CW** 21 Nov), said many of the best and most popular concepts from its Edge-class vessels will be brought across to its new river fleet, which will launch in 2027 (**CW** 26 Sep).

This will also provide Celebrity with continuity across its fleet.

"There will be three marquee experiences throughout our entire fleet that will show up on our river ships," she said.

"First will be our Sunset Bar [at] the back of the ship behind the rooftop garden; then we will have our miniaturised Martini Bar; and then also Cafe Al Bacio, which is a gathering place for everyone throughout our fleet."

Celebrity will also aim to bring



its top deck to life through its design, which the line hopes will set it apart from competitors.

"Our top deck, unlike others, will never close, even when we're going under the locks," Hodges Bethge highlighted.

"We built two-and-a-half deck-high river boats, and so it allows

us to always keep that top deck open," she added.

"There will be a gorgeous bar and grill up there to enjoy."

Hodges Bethge said the cruise line was "overwhelmed" with the level of interest shown in its river cruises upon their announcement earlier this year. *MS*

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*Valid on deposited bookings made between 18 November - 2 December 2025. T&Cs apply.



AirAsia cruise move

AIRASIA'S rewards program has made its first splash in the cruise market, partnering with tech company Arrivia to launch a new dedicated cruise booking platform for its members.

The platform is live in the AirAsia Move app and gives its loyalty members access to more than 30,000 cruise itineraries across 40 major cruise lines, including Royal Caribbean, Disney Cruise Line, Princess Cruises, MSC, and Norwegian Cruise Line.

Members earn four AirAsia loyalty points for every US\$1 spent on cruise fares, with an introductory promotional bonus of five points per US\$1 spent in play until 30 Nov.

The timing of the launch is intended to leverage the boom in interest for cruising throughout Asia.

Cruise needs AI balance

ARTIFICIAL intelligence will be heavily involved in enhancing itinerary planning, online sales and the environmental impact of the cruise sector, according to panel sessions at the International Cruise Summit that recently took place in Madrid.

While humans were backed by several speakers to continue being essential to personalising itinerary planning, AI was touted as being increasingly used to streamline processes and optimise background operations in the name of efficiency.

During the Cruise Technology and Innovation presentation, MSC Cruises Chief Business Innovation Officer Luca Pronzati said cruise guests are becoming more influenced by the appeal of the onboard experience, which he concluded was driving a need for cruise lines to provide guests with a more frictionless and



customised experience through its digital channels.

Pronzati added that AI transformation will provide a smart way for cruise lines to create "emotional connections" to exceed guest expectations.

Minimising environmental impacts is another area where AI is helping the cruise industry, which according to discussions at the Summit included monitoring fuel consumption, emissions and waste in real time. *AB*

Lindblad winners

LINDBLAD Expeditions has announced the winners of its 'Expedition Masters' trade incentive, which challenged Australian and New Zealand travel advisors to watch, learn and sell to win a once-in-a-lifetime journey.

The advisors who accrued the most points over the three-month challenge - which involved product training, educational webinars and securing high-value bookings - are Shelley Brice, Frontier Travel; Jessica Courtney Knight, Crossman & Turner Travel Associates; Fang Bao, AUSA Travel; and Richard James Muff, Main Beach Travel.

The winners have each secured a cabin for two on the 10-day 'Exploring Galapagos' expedition aboard *National Geographic Gemini*, which departs in 2026.

'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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The DOJ weighs in

THE US state of Hawaii is facing strong opposition to its plan to introduce a hefty surcharge on cruise ship passengers and vessels docking in its ports from Jan.

The US Department of Justice (DOJ) has filed a motion to intervene in the lawsuit lodged by CLIA against the proposed 'green fee', arguing that the "Hawaii unabashedly boasts that this revenue is not for the purpose of paying for services actually provided to incoming cruise ships or their passengers, but for funding climate change initiatives".

"This scheme to extort American citizens and businesses solely to benefit Hawaii flies in the face of federal law," the DOJ added.

Meanwhile, Hawaii wants the federal case dismissed, arguing the charge is a state matter.

Regent offers service fit for a Knight

REGENT Seven Seas Cruises (RSSC) has partnered with luxury concierge service Knightsbridge Circle to enhance the pre- and post-cruise travel experience for guests staying in the Regent Suite and Skyview Regent Suite.

Guests booking the opulent Regent Suite on board *Seven Seas Explorer*, *Seven Seas Splendor* and *Seven Seas Grandeur* (pictured), or the Skyview Regent Suite on board *Seven Seas Prestige*, will enjoy complimentary access to Knightsbridge Circle.

The exclusive service includes a dedicated Knightsbridge Circle Personal Manager who will offer luxury travellers tailored arrangements including lavish transfers, iconic hotel stays, local experiences, exclusive dining requests and private shopping.

While access to the concierge service and a dedicated Personal Manager is included, the curated



experiences themselves are available at an additional cost.

"Regent remains committed to delivering luxury experiences that go beyond expectations and that's why we're excited to elevate this promise for our Regent Suite and Skyview Regent Suite guests through our partnership with Knightsbridge Circle," said Shawn Tubman, RSSC

SVP Sales and Trade Marketing.

"Personalised, heartfelt service is at the core of Regent's philosophy, and Knightsbridge Circle shares that same dedication," Tubman added.

"By introducing their bespoke approach, we're enhancing the already exceptional suite amenities to create the ultimate in curated luxury." JM

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IT SEEMS as though the prospect of a sequel to the film *Jungle Cruise* has been permanently docked.

That's at least according to the stars of the film, Emily Blunt and Dwayne 'The Rock' Johnson, who both poured cold water on the mooted sequel to the 2021 river cruise epic adventure.

Despite strong rumours of a sequel floating around for a few years, when asked by *Entertainment Weekly* this week about whether the sequel remains on deck, Johnson said "I don't think so."

"I think when Disney came under new leadership, they just shifted coming out of COVID," the action megastar explained, adding that "the company looked at that property and thought, 'we did it once, not sure if we should revisit it again,' despite whether or not our chemistry was great."

Blunt also confirmed that Disney "did not want to set sail again, and that's fine."

The original movie about a small riverboat taking a group of travellers through a jungle filled with dangerous animals earned about US \$221 million globally at the box office.



Borealis undergoes refurb



FRED. Olsen Cruise Lines' classic liner, *Borealis*, has emerged from a major dry dock refurbishment with a new look.

The 1,353-guest ship received a comprehensive refresh of interiors and exteriors, technical upgrades and guest-centric enhancements designed to elevate the onboard experience.

Public areas such as lounges, restaurants, the spa centre and show lounge were all upgraded, while advanced technology was added to enhance stage shows.

One of the most notable transformations was *Borealis'* speciality restaurant, Colours & Tastes, which now boasts a renewed setting with a fresh, rotating themed menu offering more variety to guests.

There is also a new open-air relaxation lounge called Fresco, which offers panoramic views, a special foot spa experience, light bites and a spotlight stage for intimate live performances.

"This investment underscores

our ongoing commitment to enhancing the guest experience and proudly maintaining our fleet of classic, smaller ships for many more years of service," said Fred. Olsen Cruise Lines Chief Executive Officer, Samantha Stimpson.

"The dry dock program allowed us to carry out essential technical and mechanical maintenance to ensure *Borealis* continues to operate efficiently and responsibly," she added.

"During this period, we also invested in energy-efficient upgrades to key components, reaffirming our dedication to protecting the oceans we sail and ensuring a more sustainable future for cruising."

Cruise Traveller, the Australian rep for Fred. Olsen Cruise Lines, is offering exclusive fares on a range of voyages aboard *Borealis*.

The offers include free guided walks ashore, onboard gratuities and selected drinks with lunch and dinner for the first time.

Find out more details **HERE**. JM

Trafalgar adds land extensions for 2027

TRAFALGAR has opened bookings for its 2027 river cruise season aboard *Trafalgar Verity* and *Trafalgar Reverie*, now featuring new land extensions in Lucerne, Prague, and Budapest.

Guests sailing on the 10-day 'Best of the Rhine & Amsterdam' will enjoy added land explorations in Lucerne, while the eight-day 'Best of the Danube' now includes an overnight stay in Prague.

Travellers can also extend their journey at either end of the cruise, including Lucerne or Budapest, creating a full Central European experience.

Additionally, Trafalgar is bringing back its Christmas market sailings.

"With 2027 river cruise sailings now available, we're giving advisors an even stronger head start to plan their clients' journeys," said Damien O'Connor, Trafalgar's Vice President of River Cruises.

"This release allows agents to capture bookings sooner and take advantage of seasonal incentives while offering guests Trafalgar's signature land experiences."

Select 2027 Trafalgar river cruise sailings are eligible for the brand's Black Friday offer of 15% off.

The \$300 GiftPay voucher incentive for agents has also been extended to 2027.

For more information on 2027 sailings, pricing and marketing materials, agents can **CLICK HERE**.

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deposited bookings made between 8 Nov - 15 Dec 2025.