

Cruise Weekly today

CRUISE Weekly today features three pages of all the latest cruise industry news, plus a full page from **Silversea**.

Silversea savings

SAVE up to 40% for a limited time with Silversea until 10 Nov 2025.

The offer features reduced deposits starting at 15% for an all-inclusive voyage aboard Silversea's fleet of luxury ships.

The cruise line's itineraries include premium beverages in-suite and throughout the ship, a butler service for every stateroom, and multiple restaurants offering diverse cuisine, as well as 24-hour room service.

Fares also include onboard gratuities, port taxes, fees, complimentary wi-fi, and more - see **page 4** for further information on the promotion.

CLIA's biggest webinar program ever

CRUISE Lines International Association (CLIA) Cruise Month in Oct will feature an expanded webinar series for travel advisors, offering the chance to learn from dozens of the world's top lines.

CLIA's biggest-ever program of Cruise Month webinars will feature more than 30 individual lines, each aligned with four weekly themes: ocean cruising (05-11 Oct), river cruising (12-18 Oct), expedition cruising (19-25 Oct) and luxury cruising (26 Oct-01 Nov).

The webinars are available exclusively to CLIA members and will be accessible online each Tue, Wed, and Thu, at 10am, 12pm, and 2pm AEDT.

Each webinar will be presented by a different CLIA cruise line, giving insight into the brand's latest initiatives, including their newest ships, itineraries, sales tips, and product knowledge.



CLIA Managing Director Joel Katz said this year's Cruise Month webinar program will offer more lines than ever before, with several new CLIA members, including HX, CroisiEurope, Riverside Luxury Cruises, and Hapag-Lloyd Cruises.

"Cruise Month is an opportunity to build excitement around cruising and the summer sailing season, so our webinar program is designed to give travel agents the insight they need to engage

their clients and inspire them to select their next cruise," Katz said.

"This year's webinar program offers insights into dozens of different cruise lines spanning the full spectrum of the global cruise sector, making it a great opportunity to gain knowledge and inspiration."

The full schedule of webinars and participating cruise lines is available in the Cruise Month Toolkit, accessible via the CLIA Members Hub **HERE**. **MS**



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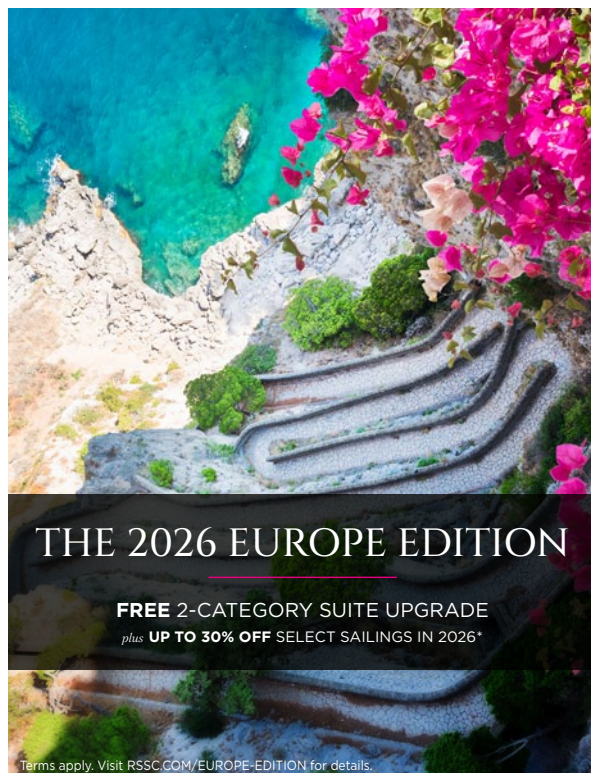
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HX opens Syd office

HX HAS moved into its new office in Sydney this week, located in World Square.

The Australian HX team can now be found on level 45 at 680 George Street.

HX's new space is the first ever to be dedicated to the cruise line since it de-merged from former sister brand Hurtigruten (**CW** 05 Dec).

The cruise line's reservations team will continue to be based in Melbourne.

Pandaw appoints

PANDAW has appointed Yves Van Kerrebroeck as its new Commercial Director, based in Ho Chi Minh City.

Kerrebroeck brings 15 years of global tourism industry experience, most recently as Strategic Lead at Tomorrowland Thailand, Destination and Travel Ecosystem.

He has been tasked with launching the line's new Kerala Backwaters expedition next month, as well as looking at opportunities for expansion into Europe.

"Yves's appointment comes at a pivotal moment for Pandaw," said Paul Strachan, CEO and founder of Pandaw Cruises.

"His deep knowledge of Southeast Asia and sharp commercial insight will help us grow without losing sight of what makes Pandaw unique."

New Celestyal repositionings



CELESTYAL Cruises has confirmed a two-ship deployment to the Arab Gulf for the 2025-26 season, with the published program now updated with a new Athens-Jeddah itinerary.

Chief Commercial Officer Lee Haslett said guest preferences inform how the cruise line crafts its voyages, which brought about the changes.

The latest update follows earlier alterations to Celestyal's itineraries in the region, which included swapping Muscat for Ras Al-Khaimah (**CW** 05 Mar).

"Listening to that feedback, we're enhancing our deployment with two new seven-night Athens-to-Jeddah sailings that highlight even more of Egypt's diverse beauty," Haslett said.

Both the 1,260-guest *Celestyal Journey* (pictured) and 1,360-guest *Celestyal Discovery* will be deployed to the region from Dec, following the cruise line's maiden one-ship program earlier this year.

This represents a more than

200% year-on-year capacity increase for Celestyal in the region, with updated deployment plans to see the line operate a seven-night voyage from Athens to Jeddah aboard *Journey*.

This will depart 22 Nov 2025, and call at Marmaris in Turkey; as well as three ports in Egypt: Port Said, Sharm el Sheikh and Safaga; before concluding in Jeddah.

Meanwhile, *Discovery* will cruise from Athens on 28 Nov 2025 for her inaugural Arabian Gulf season, calling at Kusadasi, Sharm el Sheikh, and Safaga, before arriving in Jeddah.

Six-night segments will also be available on both ships departing from the respective Turkish ports.

Original sailings were set to depart Athens and call Sharm el Sheikh and Jeddah, with only a small amount of guests impacted.

"Our maiden Arabian Gulf season firmly established Celestyal as a standout in the region, with exceptional feedback from both guests and our trade partners," Haslett added. *MS*

Legend due early

ROYAL Caribbean's *Legend of the Seas* is set to debut ahead of schedule - the second time an Icon-class vessel has been finished early.

Legend was scheduled for launch on 02 Aug, but faster-than-anticipated construction has resulted in a much earlier debut on 11 Jul.

Guests booked on the originally scheduled inaugural sailing have received a letter offering them the option to switch to one of three new sailings, which are all a week in length.

All transfer requests must be made by 24 Sep.

The recently floated *Star of the Seas* was also finished ahead of time, with Royal Caribbean adding four short "showcase" sailings and an earlier inaugural cruise (**CW** 22 Aug).

Heron promoted

CELEBRITY Cruises' Fiona Heron has been promoted to Head of Key Accounts.

The experienced cruise sales executive has been with Celebrity for five years, having most recently served as National Account Manager.

Heron has previously worked for Scenic Luxury Cruises & Tours, and also enjoyed a prior six-year stint at Royal Caribbean from 2012-2018.

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CURIOSITY could be behind a string of recent orca boat attacks off Spain and Portugal, rather than aggression, experts have revealed.

Authorities have logged over 650 killer whale encounters and six yacht sinkings over the last five years, leaving sailors nervous and researchers scratching their heads.

Marine biologists now believe that the orcas are exhibiting playful, exploratory behaviour rather than deliberately attempting to harm humans.

They have cautioned against labelling the encounters as 'attacks', pointing out that no one has been injured - although plenty of boats have sustained damage.

As one researcher put it: "they're curious, they're playful - and for now, boats have become their toys".

That is certainly no reason not to be cautious, though.

New on the Mississippi

AMERICAN Cruise Lines has introduced three new itineraries incorporating the Mississippi River as the line continues to innovate and source new capacity to meet demand.

Building on more than a decade of strong growth, the new cruises include the company's first-ever nine-day 'Arkansas River Cruise', sailing between Tulsa, Oklahoma and Memphis, Tennessee.

Available in Nov 2026 on board the *American Serenade* riverboat, guests will take a deep dive into native American tribal culture and be immersed in some of the south's most famous sounds.

Highlights include a visit to the Bob Dylan Centre, the Oklahoma Music Hall of Fame and Elvis Presley's estate, Graceland.

Also new is an escape into Tennessee's nature via the 11-day 'Great Smoky Mountains Cruise'.

This voyage sails between Knoxville and Huntsville, with travellers spending two days exploring the Great Smoky Mountains National Park and will also enjoy a serene drive through the Appalachian Mountains.

The itinerary will be offered



from Jul to Oct 2026, sailing on the line's classic paddlewheeler, *American Heritage*.

The third new itinerary joining the American Cruise Lines' range is an eight-day 'Gulf Coast Cruise' between Pensacola, Florida and New Orleans, Louisiana.

Sailing on board the *American Symphony* riverboat, travellers will sail the Gulf of Mexico, venturing up the Mississippi River to Mobile, Alabama.

Activities include a visit to a 'Gator Ranch', and a chance to drop a fishing line in the Gulf.

Departures are scheduled for Mar and Dec 2026 and again in Mar and Dec 2027. *ML*

Secret Atlas launch

SECRET Atlas has launched an exclusive Expedition Micro Cruises collection to Antarctica and South Georgia.

Departures will start from Oct 2026 with a maximum of 42 guests, who will enjoy flexible itineraries adapted to wildlife sightings; reach remote, hidden locations; and explore destinations inaccessible to larger ships.

The itinerary combines a fly-cruise from Puerto Natales with a two-and-a-half-hour charter flight over the Drake Passage to King George Island.

Guests will sail aboard *Polar Athena*, an ice-strengthened expedition vessel.

Both the 2026/27 and 2027/28 seasons are now open for reservations, available to FIT explorers, private groups, and charters.

"At Secret Atlas we've built our entire philosophy around Expedition Micro Cruises because we believe the polar regions deserve to be explored slowly, respectfully, and in the smallest groups possible," said founder Michele D'Agostino.



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