

Cruise Weekly today

Cruise Weekly today features three pages of cruise news, plus full pages from:

- Royal Caribbean
- MSC Cruises

RCI brand guidelines

ROYAL Caribbean has issued revised brand guidelines to ensure the travel industry is using the correct parlance when describing the line.

Members of Club Royal can now log in to see the updated guidelines - see **page 4**.

MSC's flash sale

MSC Cruises has launched a one-week flash sale from today until 03 Oct.

The cruise line is offering 10% off all voyages across its entire program through to the end of 2027 - see **page 5** for more information.

Virgin to introduce three-tiered fares

VIRGIN Voyages will launch 'VoyageFair Choices', a new fare model aiming to offer more transparency and flexibility.

VoyageFair Choices goes live on 07 Oct, and has been created directly in response to feedback from guests and travel advisors.

The new model introduces three distinct pricing tiers for Sea Terrace and below staterooms: base, essential, and premium.

They have been designed to make fares easier to compare across the industry, and offer more competitive options for different budgets.

Base is the most value-driven option, providing a non-refundable fare offering wi-fi for one device per passenger, and access to dining reservations 15 days pre-cruise.

This fare will not allow changes to names, staterooms, or dates.

The essential fare is closest to

Virgin's current price structure, and includes a better wi-fi experience for one device per passenger, as well as a 45-day dining reservation window, and added flexibility to adjust voyage dates using a future cruise credit.

Name changes are also allowed for two specific passengers.

The premium fare offers elevated benefits for those seeking more perks and freedom, including a 60-day dining reservation window previously reserved only for suites.

This fare also includes a premium wi-fi connection for two devices per passenger, an included bar tab, and access to a priority support line pre-voyage.

Additionally, RockStar and Mega RockStar Quarters can now access dining reservations 120 days prior to sailing, giving Virgin's premium guests the earliest opportunity to secure tables in advance.

Virgin is also now displaying service gratuities as a separate line item at the time of booking, as opposed to bundling them into the fare.

Chief Executive Officer Nirmal Saverimuttu noted 2025 has been a record year for Virgin.

"VoyageFair Choices is about opening our doors even wider, giving more travellers the chance to experience the joy, connection and freedom of sailing with us," he said.

"We're making it easier to book a voyage with confidence while knowing that once you're on board, the experience is unmistakably Virgin: elevated and unforgettable.

"Travellers expect clarity and choice from airlines and hotels, and Virgin Voyages is the first to bring that same simplicity and pricing model to cruising," Saverimuttu added. *MS*

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The Med in depth

SILVERSEA has departed on a comprehensive 55-day Grand Voyage Mediterranean exploration which will see *Silver Spirit* circle the region.

Sailing from Lisbon to Barcelona, guests will explore 45 destinations across 12 countries, enjoying a slow look at the Med in late summer.

The voyage begins with a 12-day immersion of the Iberian Peninsula from Lisbon to Gibraltar via the Spanish ports of Malaga, Ibiza, and Valencia.

Spirit will then hug the French and Italian Riviera, cruising down Italy's Amalfi coast and along to Croatia and the Greek Islands.

The voyage will conclude with further visits to Spain and Italy before ultimately disembarking in Barcelona.

"This journey has been thoughtfully curated for travellers who may have explored the Mediterranean before, but value a deeper understanding of its rich cultural heritage," President Bert Hernandez said.

"This enriching voyage will enable them to uncover the region's hidden gems, savour its diverse culinary traditions, and connect with its people in meaningful ways."



CLIA focuses Cruise Month spotlight

CRUISE Lines International Association (CLIA) has announced the line-up for Oct's Cruise Month Spotlight Sessions, which will involve more than 20 companies.

Spotlight Session recordings will be used to create new learning resources for CLIA travel advisor members, focused on two of the most dynamic areas of international cruising: river and expedition cruising.

Each of the sessions will involve practical insight from individual cruise line representatives, as well as panel discussions on the rapidly developing opportunities available in these sectors.

River cruise Spotlight Session will involve AmaWaterways (Steve Richards), APT (Rashelle Thompson), A-ROSA River Cruises (Birgit Eisbrenner), Avalon Waterways (Darren Sinclair), CroisiEurope (Susan Frisby-Smith), Emerald Cruises (Cathy Page), Riverside Luxury Cruises (Susie Coughlin), Scenic Luxury Cruises & Tours (Amanda Todd), Tauck (Helen Eves), and Uniworld River Cruises (Alice Ager).

Panels during the river cruise Spotlight Session will discuss 'Selling the river difference: How to match the right client to the right river brand' and 'Beyond the ship: unlocking river destinations and experience'.

The expedition cruise spotlight session will involve: Albatros Expeditions (Craig Upshall), Aurora Expeditions (Steve

McLaughlin), Coral Expeditions (Andrew Thwaites), and Hapag-Lloyd Cruises (Lauren McAlpine).

Other speakers will include Heritage Expeditions (Robert Halfpenny), HX (Gareth Coakley), Ponant & Paul Gauguin Cruises (Julie Golding), Quark Expeditions (Chris Catanzariti), Scenic Luxury Cruises & Tours (Julie Jones), Silversea (Jo Bingham), and Swan Hellenic (Beth Stolyar).

'Inside expedition cruising: how to sell the ships, the style, and the spirit of adventure' and 'Exploring the ends of the earth: matching clients to expedition destinations' will be the two expedition panel topics.

Audience members will be able to shape the conversation and ask questions, with the Spotlight Sessions then be added to CLIA's development library. *MS*

PRINCESS[®] SALES MANAGER - VIC, SA & TAS

Carnival Corporation & plc is thrilled to announce a new opportunity to join the Princess Cruises team as a Sales Manager. This full-time role is based remotely in either Adelaide or Melbourne and reports directly to the Field Sales and Key Account Manager.

As Sales Manager, you'll be the face of Princess Cruises across Victoria, South Australia, and Tasmania. You'll drive cruise sales, build strong relationships with travel agents, deliver engaging product education, and lead unforgettable consumer events. This autonomous, field-based role is perfect for someone who thrives on the road, loves travel, and knows how to turn connections into commercial success.

What's on offer? A competitive salary package including superannuation, bonuses, a company car, fuel card, laptop, and mobile. Enjoy a compressed nine-day fortnight with full-time pay.

Key responsibilities will include driving passenger growth through strategic sales initiatives, strengthening relationships within the travel agency network, leading training sessions to boost cruise confidence, hosting expos and ship inspections, and executing joint marketing campaigns. You'll also monitor performance across your territory and identify new opportunities to expand our reach.

We're looking for a commercially minded sales or business development professional with at least two years of experience, ideally in travel or tourism. You should be confident presenting to both trade and consumer audiences, skilled at building relationships, and comfortable using data to guide decisions. A valid Australian driver's licence and willingness to travel regularly are essential. Previous experience with cruise products and hosting consumer events is highly desirable.

If you're self-motivated, adaptable, and excited to represent a world-class cruise brand, we want to hear from you. Bring your passion for travel, your engaging personality, and your drive to succeed—and become a powerful advocate for Princess Cruises in your region.

Submit your resume and cover letter to: JWilmott@carnival.com

FLASH SALE

SAVE AN EXTRA 10% OFF ALL MSC CRUISES*

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BOOK NOW

*T&Cs apply. Ends 03 October 2025.



A 106-YEAR-OLD Holland America passenger has returned to Pearl Harbor, more than 80 years after the attack on the naval base, with a donation for the local museum. Alice Beck Darrow's late husband was severely injured in the attack in 1941.

Before going into surgery for his wounds, he asked Alice, who was his nurse, out on a date if he were to survive.

They were married just 12 months later.

Alice recently returned for a visit to Pearl Harbor aboard Holland America's *Westerdam*, on a 28-day Alaska and Hawaii voyage, with a very sentimental donation.

Now proudly on display at the Pearl Harbor National Museum will be the bullet pulled out of Alice's husband, which the newlyweds kept as a token of their love - someone hand the tissues please.

APT Kimberley demand surges



TWO additional departures have been added to APT's 2027 Kimberley cruising season due to "record demand", as the tour brand gears up for its 100th year of operation.

The company has released two additional chartered sailings on board *Seabourn Pursuit*, which will sail the 10-day 'Kimberley Coastal Expedition' each way between Broome and Darwin.

APT's early release follows a strong year, and a rapidly selling 2026 season, for its flagship itinerary in the region.

Travellers on each departure will enjoy the services of a dedicated

APT Cruise Director and host, with daily Zodiac adventures and expert-led lectures by a 23-strong expedition team.

Highlights of the itineraries include a visit to Horizontal Falls, a guided walk with Aboriginal custodians to learn about ancient rock art, witnessing the tidal change at Montgomery Reef, and a chance to see King George Falls.

On board *Pursuit*, passengers can enjoy 132 suites, eight restaurants and guest facilities including a swimming pool, spa and sauna, with APT's itinerary including dining, drinks, transfers and crew gratuities. *ML*

Banking on wine

THE Elizabeth Banks-backed Archer Roose Wines label is now available to pop and pour on Princess Cruises.

Guests will enjoy a tippie of Archer Roose's canned bubbly, pinot noir, rose, and sauvignon blanc varieties on all voyages from this month.

The new partnership, which marks the first time Archer Roose will be available at sea, is being celebrated in a new promotional spot featuring *The Hunger Games* star - **CLICK HERE** to view.

Gone in five hours

BOOKINGS for the remaining inventory on Celebrity River Cruises' 2027 sailings, opened yesterday, sold out in under five hours (*CW* yesterday).

The achievement was yet another record-breaking moment for Celebrity River Cruise, which sold out its priority allocation in just six minutes (*CW* 04 Sep).

Itineraries for 2028 are expected to open early next year, Celebrity said.

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