

### Cruise Weekly today

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

## Riverside repped

**RIVERSIDE** Luxury Cruises has joined The Mint Partners portfolio, with the creative/communications agency to provide public relations representation for the German brand in Australia.

The cruise line's commercial sales & marketing representative Susie Coughlin last week departed the company after 12 months serving as its sole representative in Australia (**CW** 28 Jan).

## Quark Mel event

**QUARK** Expeditions is holding a 'This is Polar' launch night on 17 Feb in Melbourne, and is inviting as many Victoria-based travel advisors to join as possible.

Attendees will be among the first to learn about Quark's brand-new Arctic 2027 and Antarctica 2027/2028 seasons, as well as its new ships, itineraries, season highlights, and sales tips.

There will also be special guests and exclusive offers, with Quark to give away a cruise on the night - **CLICK HERE** for more information.

## Hurti's Open Villages win



**HURTIGRUTEN** is planning to roll out its Open Village Experiences to more towns along the Norwegian coastline, following a successful first season of the community-led shore excursion program (**CW** 23 Jul).

The cruise line last year collaborated with locals in three remote coastal villages to create exclusive, community-led experiences designed to immerse guests in Norwegian life.

Felin told **CW** the Experiences have been far more successful than anticipated, with plans to roll them out further.

Hurtigruten has community-based relationships with more than 30 ports it visits along the Norwegian coast, although Felin did not specify which destinations would be next.

"The Open Village Experiences concept came up as part of our response to competitors," the Hurtigruten head explained.

"There's a lot of cruise

competition in the world, and more coming to Norway, but we are the largest operator in [the country], the expert, and the one showing the authentic Norway."

The approach has created what Felin described as a win-win outcome, where local towns get to showcase their destination and benefit from it, while offering a better experience for Hurtigruten's passengers.

"We wanted to see how can we involve the communities more in tourism development, because we see the tendency of the big cruise ships to bring their own guides," Felin explained.

"When we involve them in tourism development, we create so much value for them, and they welcome our guests warmly."

The first season involved the towns of Traena, Bessaker, and Sæbo, showcasing highlights such as a festive village parade, a church concert, and guided visits to local museums. **MS**

## Silversea leads

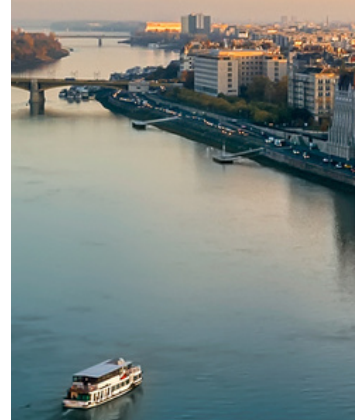
**SILVERSEA** has introduced Approach Guides, a new marketing tech tool to help advisors grow their business.

Approach Guides enhances your web presences and drives leads to you - **page 4** for more.

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## MSC to bring Yacht Club to two more ships

MSC Cruises is set to add its exclusive MSC Yacht Club to two additional ships: *MSC Musica* and *MSC Orchestra*, completing the refurbishment of the entire Musica class.

*Musica* will receive her upgrade later this year, ahead of her South American season.

The ship's first voyages featuring Yacht Club will see her navigate a range of cruises to Brazilian destinations, as well as holiday sailings to the Rioplatense.

*Musica* will be followed by *Orchestra* in Q1 2027, ready to sail the Mediterranean from Bari.

Yacht Club will significantly elevate the guest experience on board both ships, with all-inclusive benefits, 24-hour butler service and private spaces, among other premium inclusions.

They will join their Musica-class sister ships *MSC Poesia*, and *MSC Magnifica*, which will also be



refurbished with Yacht Club later this year.

The ship-within-a-ship concept will then be available across 19 vessels fleetwide, as MSC continues to broaden its appeal to guests seeking premium travel.

Yacht Club gives guests an enhanced level of privacy, comfort, and personalised service, such as spacious suites, concierge service, and exclusive private venues including a dedicated restaurant, lounge,

sundeck, and more.

Yacht Club also offers personalised services, including daily in-suite indulgences such as fresh fruits, macarons, and chocolates, alongside a complimentary bottle of premium spirits of the guest's choosing.

They can also take advantage of unpacking and packing services, private onboard shopping appointments outside regular opening hours, and other bespoke amenities. *MS*

## Martin back at Uni

**SHELLEY Martin (pictured)** is back at Uniworld Boutique River Cruises, where she will manage sales for Queensland & Western Australia.

This will be Martin's third stint with Uniworld, with the experienced rep having served almost three years with the cruise line from 2022-2025, and another 15 months from 2019-2020.

Prior to rejoining Uniworld, Martin represented Windstar Cruises as its local Business Development Manager; she has also previously served as Cruise Whitsundays' Sales & Marketing Manager.



## GROUP SALES & MEDIA COORDINATOR FULL TIME – SYDNEY – HYBRID



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**Only successful  
candidates will  
be contacted.  
No agencies.**





**IN THE** spirit of Valentine's Day, Virgin Voyages is giving disgruntled lovers the chance to break up with whoever is bothering them the old-fashioned way... by venting to a random phone number.

This can be bad partners, hair-pulling situationships, stressful family holidays - or even loyalty programs that promise so much but deliver so little.

Virgin said it believes breaking up shouldn't be figuring out the perfect thing to say, but saying it out loud and moving on.

By dialling (+1) 754-237-7812, you'll be treated to the voice of cultural commentator Chris Burns (a.k.a. @PhatCarrieBradshaw) in the form of an automated answering machine, in which you'll be able to freely vent and hang up lighter.

Responses from the line will be shared publicly pending the caller's explicit permission and will be featured on Virgin Voyages social media channels as part of their Get Into a Better Situation(ship) campaign - happy Valentine's Day.



## Atlas cooking up a storm

**ATLAS** Ocean Voyages has unveiled a star-studded line-up of guest chefs and culinary experiences for its upcoming European season.

Famous cooks, pastry experts, culinary historians, and vintners will join Atlas this year, with guests aboard *World Traveller*, *World Navigator*, and *World Voyager* to enjoy an intimate, hands-on culinary program.

Experiences range from live cooking demonstrations and tastings to shoreside, food-focused discoveries, including the guest-favourite Yachtsman Cook-Off, where passengers can roll up their sleeves to participate hands-on, with the guest chefs serve as judges.

Featured guests this season will include chef Ippy Aiona, who will bring a vibrant culinary voice shaped by his Italian-American heritage and Hawaiian upbringing when he joins guests on *Traveller* on 10 and 20 Jul.

He was a finalist on the Food Network's *Food Network Star*, and was later recognised in *Forbes'* Food & Wine 30 Under 30.

Also on board will be chef Luciana Berry (**pictured**), the winner of *Top Chef Brazil 2020*, and a global ambassador for her country's cuisine and culture.

She will join *Navigator* on 02 Apr and 14 Oct, and *Traveller* on 16 Aug.

Chef Regina Charboneau, known as the 'Queen of Biscuits', will also join Atlas this season.

She has a culinary style deeply rooted in her heritage from Mississippi, and will showcase it to guests aboard *Traveller* from



30 Jul.

Another highlight guest of the season will be Chef Massimo Capra, one of the judges on *Chopped Canada*, and co-host of *Restaurant Makeover*, who will board *Traveller* on 09 May, 09 Sep, and 15 Sep.

"Our Epicurean Expeditions are designed to go far beyond exceptional dining," president & chief executive officer James Rodriguez declared.

"By welcoming such an extraordinary collection of culinary talent, we create a deeply personal environment where guests can learn, engage, and form genuine connections, whether sharing a meal, joining a shore excursion, or simply enjoying conversation at sea.

"This level of access, enrichment, and friendship is a defining part of the Atlas experience and a tremendous value for our guests."

Rodriguez recently revealed exclusively to **Cruise Weekly** that Atlas is planning to open an Australian office, and base one of its ships locally (**CW** 29 Jan). **MS**



### Cruise ecosystem expansion

**ACCOMMODATION** is a vital part of the cruise ecosystem, and we're proud to welcome one of the sector's leading names, Hilton Sydney, as the newest member of the association.

This partnership reflects the growing integration of cruising and the broader visitor economy, and Hilton's expertise will play an important role in supporting the continued growth and success of Australia's cruise tourism sector.

The hotel has established relationships across leading cruise lines including Carnival and Princess, a testament to their experience welcoming cruise travellers from around the world.

Hilton currently has a number of tailored benefits for cruise guests in development, including plans to introduce convenient coach transfers directly to the hotel's door from cruise terminals, room upgrade opportunities and additional stay inclusions.

The hotel is also home to one of downtown Sydney's most iconic venues, the historic Marble Bar.

Turning the spotlight south to Burnie, Holland America Line has introduced a 'Tassie Tasting Trail' excursion as part of its new 'Meet the Maker' collection.

This immersive experience invites guests to explore Tasmania's countryside and connect with local artisans.

The initiative is a great example of how cruise tourism continues to evolve, supporting local businesses and creating long-term economic and social benefits for Australia's cruise communities.



# APPROACH GUIDES

A new marketing technology tool to help you grow your business

Grow your business effortlessly with **Approach Guides**, a new, user-friendly marketing technology tool that enhances your web presence and drives leads directly to you — with your very own co-branded Silversea website. And it integrates seamlessly with Rallio social media, ensuring each post links to your private label Silversea website.

*“As Marketing Manager for a luxury travel agency, I’ve found Silversea’s new Approach Guide platform to be an incredibly intuitive and effective tool for sharing news and curated marketing content with our clients. The ability to quickly build co-branded websites around specific promotions, destinations and themes saves significant time, while offering a beautifully streamlined way for clients to browse itineraries and current offers. Best of all, leads and enquiries flow directly back to our team, ensuring a secure, seamless experience for both clients and advisors.”*

*Tina Orr, Marketing Manager, Jigsaw Travel*

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