



### Cruise Weekly today

CRUISE Weekly today features three pages of the latest cruise news.

### World Cruises fire

A **WORLD** Cruises Singapore vessel bound for Singapore caught fire on Fri, leaving one crew member dead and four recovering in hospital.

*World Legacy* was carrying 271 guests, alongside 388 crew members, when the fire broke out in the lounge area on deck nine around 4am local time, *The Straits Times* reported, with the cause of the blaze yet to be revealed.

Evacuations occurred at Singapore's HarbourFront Ferry Terminal as crew members and marine firefighters put the fire out.

Maritime and Port Authority Singapore (MPA) is actively attending to the vessel.

## Trafalgar joins CLIA in Australia

**TOUR** operator Trafalgar has joined Cruise Lines International Association (CLIA) as it prepares to enter its era of river cruising this Apr (**CW** breaking news).

Trafalgar has joined CLIA as a river cruise marketing affiliate, signalling a strategic expansion for the brand owned by The Travel Corporation (TTC), as it prepares to debut its highly anticipated Rhine and Danube program (**CW** 20 Aug).

CLIA executive director Joel Katz said it was a pleasure to welcome Trafalgar at a time when the sector was riding a wave of interest in Australia.

"River cruising has become one of the most innovative and inspired areas of travel in many parts of the world and we can see this reflected in the growing enthusiasm shown by travellers from across our region," he said.

"Trafalgar is an excellent



example of the incredible diversity we now see in river cruising and the extraordinary experiences that can be enjoyed on the world's inland waterways, so we look forward to sharing this with our CLIA travel agent community," Katz added.

TTC tour brands senior vice president sales Andy Young said the partnership represents a

commitment to education and sales support for travel advisors.

"We understand the vital work CLIA does to educate and inspire agents to sell river cruises," declared Young.

"In light of our 2026 launch, we are delighted to join the association and support our partners in this growing category," he added. *MS*

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## Windstar winter '27

**WINDSTAR** Cruises has unveiled its northern winter 2027-2028 voyages, which are now open for bookings.

New itineraries feature Tahiti, Asia, the Caribbean, Latin America, the Canary Islands, and more, among a line-up of more than 230 sailing dates around the globe.

Twenty-one new itineraries will depart between Sep 2027 and Apr 2028, with many of the season's cruises to sail during this program only.

The season will see *Star Pride* sail in Latin America, Canada, New England, and the Caribbean, with the latter destination to also play host to *Star Legend* and *Wind Surf*.

Meanwhile, *Wind Spirit* will visit the Canary Islands, and *Star Seeker* will cruise in Asia.

"With winter 2027-2028, we're delivering one of the most diverse and destination-rich seasons in Windstar's history," chief commercial officer Janet Bava said.

"From a rare one-time-only South Pacific crossing to immersive Asia itineraries and yacht-style cruising in the Caribbean and Canary Islands, this season is designed for travellers who want deeper discovery, meaningful cultural experiences, and the freedom and access that only small ships can provide."

Every Windstar voyage includes complimentary specialty dining with menus inspired by local cuisine, created in collaboration with the James Beard Foundation.

Passengers will also enjoy 24-hour complimentary room service; a signature open-air deck barbecue; a champagne welcome; and complimentary access to the fitness centre, whirlpools, and sauna.

Select sailings also feature exclusive, one-night cultural Destination Discovery Events.

## HX went XL last year



**HX HAS** reported strong growth in sales last year, with an 18% increase in Aussie sales, alongside a 17% B2B increase, and an 11% year-on-year sales increase.

Director of sales Amber Wilson described the region as a very important market for the cruise line, and said that its growth was a result of "focused investments in our trade partners and in building a strong local team, creating a solid foundation for long-term growth".

The growth in B2B sales was attributed to HX's partnership with cruise technology platform Versonix and its Seaware Touch platform, improving booking efficiency by centralising inventory, pricing, and distribution across sales channels.

Wilson announced that all bookings for 2027/28 will be done through Seaware, which she believes will help "remove friction and support growth".

Last year saw HX officially split from its former sister-company Hurtigruten, in a move which the expedition line's chief executive

officer Gebhard Rainer said provided "the flexibility to move faster, invest with intention, and begin executing a clear, long-term growth strategy."

The year also saw refurbishment across its fleet, particularly on *Fram* and *Spitsbergen* (CW 26 Feb), which added enhanced interiors and dining venues, as well as science centres to boost on-board engagement and activities to support sustainability.

In addition to vessel refurbishments, HX also expanded its product offering over the past year, with an increase in kayaking by almost 200%, as well as a doubling of camping capacity. *JB*

### Sinner-ing again

**PROFESSIONAL** tennis player and former world number one Jannik Sinner will once again take centre stage aboard Explora Journeys, with a special appearance during *Explora III's* exclusive 'Prelude Journey' in Jul.

## Goldstein weighs in

**A FORMER** Royal Caribbean president & chief executive officer has said Norwegian Cruise Line Holdings (NCLH) could be doing "much better", as he seeks out a spot on the company's board.

Adam Goldstein, who is reportedly working with Elliott Management to fill a board seat with NCLH, told *Fortune* magazine the firm does not require reinvention, but rather "disciplined execution".

Goldstein extolled NCLH's "industry-leading assets," premium cabin mix, and "compelling onboard amenities," as well as the brand reputation of Norwegian Cruise Line.

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## PORTHOLE

**THE** United States' National Margarita Day took place over the weekend, and to celebrate, Princess Cruises set a Guinness World Record for the most margaritas sold in an eight-hour period.

The record was set on 17 Feb aboard *Regal Princess*, which was embarking on a seven-day Western Caribbean cruise from Galveston, Texas.

In total, Princes sold 3,410 of its 24K margaritas, surpassing the previous record of 2,728.

Princess has sold the popular cocktail more than 1 million times between 01 Jan 2025 and 07 Jan 2026.

Every 24K margarita on the Princess fleet is made exclusively with Pantalone's tequila, created by actor Matthew McConaughey and his wife Camila.

The couple also serves as Godparents for the new *Star Princess* vessel.

## A royal welcome to NZ



**LAST** Friday, on one of Auckland's busiest days of the 2025/2026 cruise season, two Princess Cruises ships, *Discovery Princess* and *Crown Princess*, met in Waitemata Harbour.

*Discovery* brought 3,600 guests and 1,350 crew, while *Crown* carried 3,090 passengers and 1,200 crew.

More than half of the passengers were from Australia, with others hailing from the United States and Europe.

According to Princess, passengers were expected to spend an estimated \$1.5 million during the 12 hours in port.

"Bringing two of our

remarkable ships to Auckland on the same day, with a third arriving the following day, underscores Princess Cruises' strong commitment to New Zealand," vice president Matthew Rutherford said.

New Zealand Cruise Association chief executive Jacqui Lloyd highlighted the value Princess brings to the country's waters.

"The economic contribution goes well beyond the Auckland waterfront, with visitors supporting local tourism operators, hospitality businesses and communities in ports right around the country," the NZCA head said. *JHM*

## Balmoral is back

**FRED.** Olsen Cruise Lines' *Balmoral* has returned to the Port of Tyne for a new season of sailings from Newcastle in the United Kingdom.

There will be 17 departures from the port between now and Sep, ranging from one to 14 nights.

Highlights include the 10-night 'In Search of the Northern Lights' itinerary departing 23 Mar, sailing along Norway's coastline.

There will also be a 14-night 'River Cities of France & Portugal' itinerary, departing 02 Apr, and an 'Exploring Iceland in Nine Nights' cruise, departing 05 May.

Guests aboard *Balmoral* can enjoy the expanded gastronomic options such as the new rotating Colours & Tastes menu and an exclusive Chef's Table experience.



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