

Cruise Weekly today

CRUISE Weekly today

features three pages of the latest cruise industry news.

McGeary is out

ROBERT McGeary has retired from the APT Travel Group (ATG) board, with his sister Lou Tandy to continue the family's leadership.

McGeary, the son of APT's late founder Geoff McGeary (**CW** 20 Jun), has served with the company for more than four decades, including more than 30 years on the board.

"After considering ATG's skilled board of six directors, our strong leadership team led by CEO David Cox and adopting the strong five-year strategic plan, I am confident in the position and the direction of the business," McGeary said.

CCL doubles down on Aussie cruising

CARNIVAL Cruise Line (CCL) is unshaken in its commitment to local sailing, as other brands around the sector continue to emphasise fly-cruise.

CCL is now the largest line in Australia, with four ships sailing out of the country each year, three of which are based Down Under 12 months a year.

Assistant vice president, sales & marketing Anton Loeb told **CW** these local sailings will continue to be its priority, as opposed to using them to promote more lucrative voyages overseas.

"If you look at our commitment here to this market and the team that's set up here, this would be our key priority, to ensure we do well with the four ships that are based here," he explained.

Only brand affinity built in Australia through its local fleet will prompt cruisers to explore Carnival's product in destinations



such as Alaska or the Mexican Riviera, Loeb explained.

"The challenge is to get people to take a very long flight to the East Coast [of the United States]."

he added. Loeb said CCL is now finally starting to benefit from its hard work from the past 12 months, which saw its former sister brand P&O sunsetted, and its ships integrated into Carnival's fleet.

MEANWHILE, Loeb said CCL's delayed Rewards program, which will now kick off in Sep (**CW** 02 Dec), allows the cruise line to

make sure it can provide what its most loyal passengers deserve.

"The project made sense to refresh it and to revitalise it - the challenge becomes if you can't deliver on those rewards because so many people are hitting those levels and because the cruise line's grown so much," Loeb explained to **CW**.

"I think we've done a great job to go, 'okay, let's take this on board, let's make some changes, and then let's push it back further, allowing people more time to hit those top tiers.'" **MS**

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Check in with VA

VIRGIN Australia has relaunched its check-in and baggage drop service for cruise passengers disembarking in Sydney, which will be available through to the end of the 2025-26 season.

Passengers will once again be able to check in their baggage for their flight at the Overseas Passenger Terminal, offering a seamless transfer for guests moving from sea to air.

The service was initially launched in 2018, in partnership with OACIS, before being paused during the COVID-19 pandemic.

It also enables guests to explore Sydney free of their luggage, while helping airport congestion over summer.

NCL hires Baty

NORWEGIAN Cruise Line (NCL) has announced Brenda Yester Baty as chief revenue officer, making her responsible for all revenue generation.

The appointment marks Baty's return to the cruise industry, with the Florida-based exec having spent 15 years at Carnival Cruise Line before departing in 2014.

NCLH president & CEO Harry Sommer said: "Brenda's leadership will be instrumental in optimising our revenue ecosystem across ticket and onboard revenue."

Seabourn unveils '28 WC



SEABOURN Cruise Line has announced its 2028 'Cape To Cape' 120-day world cruise on board *Seabourn Quest*.

The cruise sets sail from Miami on 07 Jan 2028, exploring five continents and more than 50 destinations, while debuting Seabourn's first complimentary expedition-style experiences on a world cruise.

Marking the beginning of Seabourn's 40th anniversary, the voyage will retrace the spirit of the cruise line's first sailing with a transit through the Panama Canal, as well as iconic cities and remote wonders.

Passengers can select the full 120-day Miami to Dover voyage or a 112-day sailing disembarking in Lisbon.

The cruise will also introduce new Seabourn Journeys and overnight tour opportunities in iconic destinations like Machu Picchu and Easter Island, with guests to receive complimentary signature events like caviar on the ice and the polar plunge.

"As we celebrate 40 years of luxury, small-ship cruising, the 2028 Cape to Cape World Cruise showcases how luxury meets exploration at Seabourn: reaching off-the-beaten-path destinations while offering the ease, comfort, and warmth our guests cherish," president Mark Tamis said.

"This voyage pairs rare expedition-style experiences with the thoughtful hospitality that defines sailing with Seabourn," Tamis added. *MS*

Pile to promote NT

WELL-KNOWN cruise executive Lisa Pile has been appointed to the inaugural advisory board for the new Tourism & Events NT .

The vice president sales & general manager, Asia Pacific for Regent Seven Seas Cruises and vice president sales Asia for Oceania Cruises joins the board alongside seven other members, including Intrepid Travel MD Brett Mitchell.

Pile, who grew up in the Northern Territory, was selected following an extensive search that saw more than 50 nominations from high-profile professionals across the region's tourism industry.

She, along with the other board members, will provide expert advice to grow the NT's visitor economy and showcase the destination's Aboriginal culture, landscapes and unique experiences.

Speaking to *Cruise Weekly*, Pile said she was "very proud to be appointed to the Inaugural advisory board for Tourism and Events NT".

"The Territory is a special place to me as it is where I was raised, and with experience across destination marketing, business events, hotels and cruising, I look forward to contributing to the strategic direction and long-term success of the destination," she added.


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Burnie wants more ships



EXCLUSIVE

THE port city of Burnie in North West Tasmania is hoping to welcome more cruise ships in future seasons; however it will likely only be able to do so with a larger berth.

Mayor Teeny Brumby, speaking to **CW** during a recent Norwegian Cruise Line call in town, discussed the importance of the sector to Burnie and the wider region.

"It's very important for our local economy and the tourism across the North West coast of Tasmania, but the greatest benefit for us is that we get repeat visitors," she said.

However, the larger size of newer cruise ships calling in Australia over the past few seasons has seen Burnie's share of cruise calls decline.

The town welcomed as many as 42 ship calls a number of seasons ago, Brumby told **CW**.

"We certainly could welcome more cruise ships into the future and we hope to be able to do so.

"The difficulty is that the cruise ships are now so sizeable that we're unable to get them into our wharf, so we would have to extend one of the berths to accommodate some of the larger sized cruise ships." *MS*

Time to get fit

STARCRUISES has partnered with sportswear company Under Armour for a new fitness cruise.

The new 'Fitness @ Sea' voyage will sail aboard *Star Voyager* from 19 to 23 Jan, round tripping from Port Klang to Phuket and Singapore.

Under Armour will provide a certified trainer to lead a variety of activities on deck.

Scenic takes flight

SCENIC is currently offering complimentary helicopter "flightseeing" across Europe and Antarctica, as well as free economy and business class flights, on select cruise departures in 2026-28.

Guests can enjoy a 30-minute heli experience when they book certain Antarctic departures, such as 'Antarctica in Depth', or a 20-minute heli experience when they join select voyages in the Arctic and Europe.

Clients can combine both offers when they book before 28 Feb 2026.

SAILING NEW WATERS

Here's why the cruise industry is setting sail for Southeast Asia.

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