



Cruise Weekly today

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

Silversea leads

SILVERSEA has introduced Approach Guides, a new marketing technology tool to help travel advisors grow their business (**CW** 04 Feb).

Increase your leads effortlessly with the new user-friendly marketing technology that enhances your web presence and drives leads directly to the travel agent.

Advisors have access to their very own co-branded Silversea website which integrates seamlessly with Rallio social media (**CW** 03 Feb), also recently introduced by the cruise line, which ensures each post links to the website - **p4**.

Scenic, Emerald to add new river ships

SCENIC Group has announced the major growth of its river fleet, with three new luxury ships set to join its Scenic Luxury Cruises & Tours and Emerald Cruises brands (**CW** breaking news yesterday).

The new ships will join the fleet in 2027 and 2028, and include two ultra-luxury Scenic Space-Ships and one new Emerald Star-Ship, extending the company's presence across Europe and Asia.

Emerald Nova (render **pictured**) will be the first, launching on the Douro in Jun 2027, joining *Emerald Radiance*.

She will be followed by *Scenic Aria*, which will launch on the same river in Sep 2027.

Aria will join *Scenic Azure* in Portugal, operating both of the cruise line's signature itineraries on the river: the eight-day Delightful Douro and the 11-day Unforgettable Douro.

The final ship to launch will be



Scenic Spirit II, which will arrive in early 2028 on the Mekong.

Already operating for the cruise line on the East Asian river is *Scenic Spirit*, which sails seven- and nine-night itineraries between Vietnam and Cambodia.

The announcement builds on Scenic Group's previously confirmed new ships, including *Emerald Astra* launching in May on the Rhine, Main and Danube; and *Emerald Lumi* debuting on France's Seine River next year

(**CW** 08 Apr).

Combined with the launch of new luxury yachts *Emerald Kaia* from next month (**CW** 16 Jan), *Emerald Raiya* in 2027 (**CW** 26 Nov), and *Emerald Xara* and *Scenic Ikon* in 2028 (**CW** 04 Nov), the commitment to build more new ships represents Scenic Group's most significant fleet growth phase in nearly a decade.

"Our commitment to an additional three new river ships for the Scenic and Emerald Cruises brands reflects our confidence in the strong demand for our unique approach to luxury cruising," chair & founder Glen Moroney said.

"With *Scenic Ikon* in build for delivery in 2028 and five Emerald Cruises yachts and river ships already confirmed, this announcement marks the next phase of our strategic fleet growth," he added. **MS**

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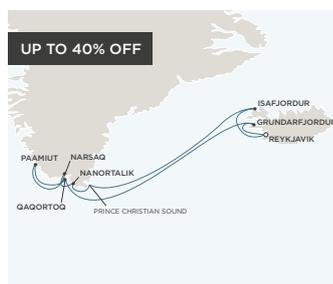
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NSW to introduce cruise incentives

THE Port Authority of NSW will introduce pricing incentives next year to encourage cruise lines to call during the winter.

Incentives will be introduced from 01 Jul 2027 to encourage cruise lines to help smooth demand and maximise economic benefit in Sydney (pictured).

This is in line with the Government of NSW's investment to support sustainable year-round growth of cruise as part of the visitor economy (**CW** 14 Oct 2024), a Port Authority spokesperson said.

Other initiatives include modernising port infrastructure, expanding the capacity of rural ports, funding shoreside services, and supporting the delivery of unique, high-quality passenger experiences across the state.

The move comes after Carnival Cruise Line last month announced Sydney-based *Carnival Adventure*



will only sail seasonally in Australia from Apr 2028, after which she will relocate to North America during the southern winter (**CW** 27 Feb).

The move will leave the brand with just two year-round vessels based Down Under: *Carnival Encounter* and *Carnival Splendor*.

Cruise Lines International Association (CLIA) has in the

past warned of the threat of Australia's regulatory environment to the cruise sector.

"CLIA and the Australasian cruise industry have consistently warned that regulatory uncertainty and a complex operating environment make Australia uncompetitive among cruise destinations," the association stated last month. *MS*

Celestyal cancels

CELESTYAL Cruises has cancelled the beginning of its European season, with *Celestyal Discovery's* 20 and 23 Mar departures to no longer go ahead.

Both vessels remain fully operational and ready to sail, Celestyal said, however both remain in the Arabian Gulf, with Iran continuing to threaten ships attempting to leave (**CW** 04 Mar).

Their departure from the region will take place in line with guidance from authorities, the company said.

All guests have now safely disembarked *Discovery* in Dubai, as Celestyal works towards sending home the last of its guests aboard *Journey*.

The latter ship remains alongside in Doha, with her guests expected to disembark in the next 24 hours.



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SLEEPING to the sound of ocean waves and the feel of the sea breeze may sound like a great idea, but dragging a cruise ship's mattress out onto your balcony could land you in hot water.

Carnival Cruise Line ambassador John Heald has warned against the "bonkers" trend after a video went viral on TikTok depicting a cruise passenger snuggled up in bed on their balcony.

"Let it be known that anyone doing this will be told they have to work the rest of the cruise as a stateroom assistant making beds and cleaning cabins," Heald warned his followers on Facebook.

Instead, he said guests can leave their balcony doors open if they want fresh air at night.



Explora's triple celebration



EXPLORA Journeys has marked three key stages in the construction of its next-generation fleet this week: the float-out of *Explora IV*, the coin ceremony for *Explora V*, and the steel cutting of *Explora VI*.

Leaders from the ultra-luxury cruise line, its parent company MSC Group, and shipbuilder Fincantieri joined local dignitaries at the Sestri Ponente shipyard in Genoa, Italy, at a ceremony to mark the occasion.

Two godmothers were appointed for the coin ceremony of *Explora V*: Captain Serena

Melani, representing Explora, and Alice Gallo from Fincantieri.

Additionally, Cristina Bacigalupo from the shipyard's outfitting workshop served as the godmother for the technical launch of *Explora IV*.

"For the first time, all six ships in our fleet are either in service or under construction - a defining moment as we bring the 'Ocean State of Mind' to life on an even greater scale," president Anna Nash said.

Explora IV and *V* are scheduled to begin sailing in 2027, with *Explora VI* to follow in 2028. JM

Swan Antarctica

SWAN Hellenic has announced a 32-night Grand Voyage exploring Antarctica from Ushuaia to Dunedin.

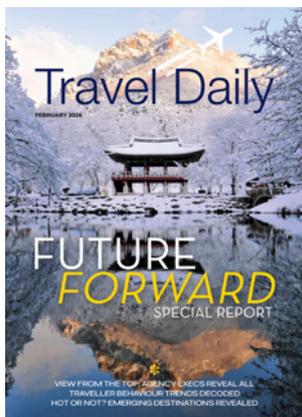
The one-of-a-kind cruise aboard *Minerva* will sail from Feb-Mar 2027 and again the following year.

Highlights of the cruise will include a visit to the Antarctic Peninsula, Peter I Island, the Bay of Whales, the Ross Sea, the Balleny Islands, and New Zealand's Subantarctic Islands.

The 2027 voyage can also be booked to daisy-chain with a rare 13-night coastal exploration of New Zealand.

"This remarkable journey is one of the most comprehensive and exclusive Antarctic expedition voyages ever offered," chief executive officer Andrea Zito declared.

CLICK HERE for details on the first voyage and **CLICK HERE** for details on the second.



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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

BENEFITS OF APPROACH GUIDES: HOW TO REGISTER:

- Easy, complimentary activation
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- Automatic integration with Rallio social media posts

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4. To enhance your Approach Guides profile, go to ‘Complete Your Profile’