



**CRUISE** lines are constantly advising guests against trying to 'reserve' sun loungers by placing their towels early and returning hours later.

A resort in Tenerife has seen a new tactic by crafty guests, a process which has since been ridiculed on social media.

Videos on TikTok show resort guests standing still in random parts of an empty pool area, some casually reading books, while staff unpack and arrange the sun loungers.

At this point, the guests "politely" move as a sun lounge is placed where they were previously standing, securing their spot for the day.

Social pundits have accurately labelled the tactic "pathetic".

## Solara sets sail

**APT** has departed on its first 'Magnificent Europe' sailing on the new *APT Solara* ship from Amsterdam to Budapest.

Travellers aboard the maiden sailing hail from Australia and the UK, and have been revelling in the ship's features, including a brand-new 'levitating restaurant'.

"Designing *Solara* has been a career highlight - and seeing it now through the eyes of guests is something else entirely," said Paul Hecker, Principal Hecker Guthrie, *Solara's* design studio.

## Seabourn's Aussie WC



**SEABOURN** Cruise Line has announced its '2027 World Cruise: Australia & South Pacific Panorama' aboard *Seabourn Quest*, which will sail for 145 days from Miami around the region.

The cruise, departing 05 Jan 2027, will visit almost 70 destinations across nearly 20 countries, and feature maiden calls, overnight stays, and highlights like scenic cruising in the Kimberley and Fiordland National Park, and a Panama Canal transit.

The voyage will overnight in Lima, Hobart, Papeete, Sydney, and Darwin, and make maiden calls in Wallaroo (*CW* 23 Apr) and Whangarei.

There will also be optional, land-based, mid-voyage Seabourn Journeys itineraries, visiting Machu Picchu, the Galapagos Islands, Easter Island, and Uluru.

Signature experiences during the cruise will include 'Shopping with the Chef', which offers guests a behind-the-scenes look at local markets, in destinations such as Sydney, Auckland, and Papeete.

A shorter World Cruise option of 126 days will allow guests to

disembark in Long Beach on 11 May, for pax who wish to end their cruise on the US West Coast.

Guests who book either the 126-day and 145-day World Cruise will receive upgraded wi-fi packages, powered by Starlink; an included medical services package; an exclusive private dining experience with tasting menus; expanded, exclusive special events; and more.

"We invite travellers to embark on our 2027 World Cruise and discover the most awe-inspiring and extraordinary destinations across Australia, New Zealand, Polynesia, and beyond," President Mark Tamis said.

"This voyage invites guests to explore and create lasting connections with both the extraordinary places we visit, and the people and cultures that bring them to life.

"Along the way, guests will enjoy Seabourn's signature style of luxury travel at sea, elevated by the intuitive, personalised service delivered by our incredible onboard team." *MS*

**Pictured:** The Immaculate Conception Cathedral, Samoa



## Cruise on show at ATE

**THIS** week, I'm reporting directly from the Australian Tourism Exchange (ATE25), Tourism Australia's largest annual business-to-business event, attracting 700 buyers from 31 countries.

Once again, ACA and CLIA have partnered to put our spectacular coastal assets on show and educate international buyers on the extensive cruise products available to guests visiting Aus.

With increasing demand for cruise and land-based experiences to be packaged together, ATE25 provides the perfect platform to highlight how seamlessly cruise can complement iconic land-based options like rail journeys and outback adventures.

Our participation at ATE reflects the strong position cruise holds within Australia's tourism sector and underlines the collaborative relationship between Tourism Australia, CLIA, and ACA.

In other exciting news, ACA proudly welcomes its newest member, Brighton Coach & Tours, which specialises in premium day tours across Sydney, the Blue Mountains, the Hunter Valley, and Port Stephens.

They also offer charter coaches for individualised touring options for the cruise sector, with vehicle capacity ranging from seven-seat Mercedes Vans to 57-seat state-of-the-art Scania coaches.

Their addition will enhance the shore excursion offerings for cruise passengers arriving at Sydney and Newcastle, and ensure memorable pre- and post-cruise experiences that showcase the very best of New South Wales.