



A TRANSATLANTIC cruise typically takes around six nights, but one freshly unearthed message in a bottle recently took over a decade to complete the journey.

The bottle was launched by visitors to Bell Island in Canada, and was recently found washed up on a beach on Ireland's Dingle Peninsula 13 years later.

The note from Sep 2012 was written by a couple named Brad and Anita, and described their day trip to Bell Island.

There was a phone number on the letter, but unfortunately, calls to it went unanswered.

However, the internet never sleeps, and after the bottle's new owner posted a photo of their find (pictured) to Facebook, the couple was tracked down - and they are still together to this day.

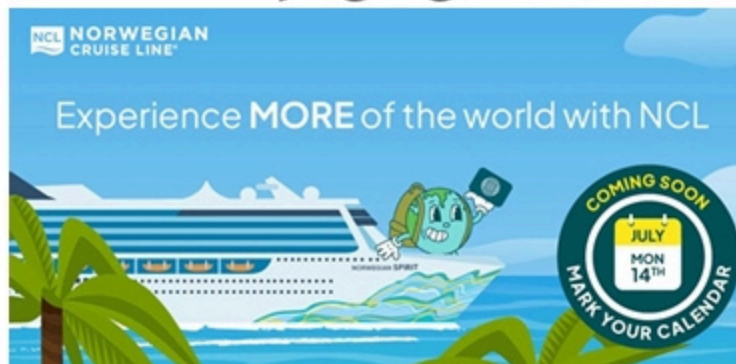


Ama's webinar

A WEBINAR is being hosted by AmaWaterways, during which a "very special announcement will be made".

Those who attend one of the webinars on 17 Jun will also go into the running to win a \$100 gift card - register [HERE](#).

Virtual voyaging with NCL



NORWEGIAN Cruise Line (NCL) is inviting travel advisors on a new "virtual voyage" to explore the brand's destinations through fun, interactive activities.

The virtual campaign, 'Experience More of the world with NCL', will launch from next week, and last six weeks, with advisors going into the draw to win a cruise next year.

Participants can unlock a new destination each week, and complete a short quiz to earn a virtual passport stamp.

Those who collect all six stamps to fill their virtual passport will be in the running for one of two Norwegian cruises.

Each quiz must be completed in its designated week to stay in the running, and every stamp counts.

The journey begins every Mon at 11:00am AEST with a short Facebook Live session hosted by Director of Sales Angela Middleton, where she will spotlight the featured destination and reveal a keyword.

Travel advisors can also receive up to 1,200 Partners First Rewards points throughout the campaign simply by entering the keyword into the bonus quiz question each week.

CLICK HERE to pre-register your interest, with full campaign details to be revealed soon. **MS**

Mexico tax in place

MEXICO'S controversial in-transit cruise fee has gone live, with the US\$5pp levy now being charged to cruise ships calling throughout the country.

Initially proposed at US\$42 per passenger late last year (**CW** 10 Dec), the charge was met with derision by the cruise industry, which said it would devastate cruise tourism and impact its coastal communities. Threats to divert ships to other locations and suspend funding for cruise infrastructure later followed, before a compromise was reached, which saw the tax start at US\$5.

It will gradually increase over coming years (**CW** 07 May).

Key to the compromise was a commitment by the cruise industry to spend more on Mexican products and produce.

The charge will double to US\$10 next year, before hitting \$21 per person in 2028.



Charting a greener course

IN A landmark moment for cruise innovation, Australian Cruise Association member Viking has announced the world's first hydrogen-powered cruise ship, the *Viking Libra*, set to debut in 2026.

Built in partnership with Fincantieri, this state-of-the-art vessel will operate with a hybrid propulsion system powered by liquefied hydrogen and advanced fuel cells, enabling zero-emission cruising even in some of the world's most environmentally sensitive destinations.

A second hydro-powered vessel, *Viking Astrea*, will follow in 2027.

It's a clear example of how cruise lines are evolving, in line with the global sustainability goals highlighted in CLIA's 2025 *State of the Cruise Industry Report*.

Across technology, infrastructure, and operations, cruise lines are investing billions in cleaner propulsion systems, alternative fuels, shore power capabilities, digital optimisation and waste reduction strategies.

Viking's investment in sustainability, along with newbuild orders extending to 2033, demonstrates a strong long-term commitment to environmentally responsible cruising.

Importantly, it also reflects growing demand from travellers who want to explore the world more consciously.

This is more than a milestone, it's a signal of what's to come.

With hydrogen, shoreside electricity, and fuel-flexible ships on the horizon, the cruise sector is proving itself to be a powerful innovator in cruising's journey to net zero.