Regent Seven Seas Cruises® and Oceania Cruises® Partner with Smailing Tour as Indonesia's Luxury Cruise Demand Grows

Strategic Partnership Focuses Exclusively on Oceania Cruises® and Regent Seven Seas Cruises® as Smailing Tour Celebrates 50 Years of Travel Excellence.



Regent Seven Seas Prestige, the next icon of ultra-luxury cruising.

JAKARTA, INDONESIA, September 22, 2026 /EINPresswire.com/ -- Regent Seven Seas Cruises® and Oceania Cruises® today announced a strategic partnership with Smailing Tour, Indonesia's premier travel management company with half a century of industry leadership. The collaboration aims to accelerate market growth for both world-renowned luxury cruise brands, catering to Indonesia's expanding demographic of high-net-worth travelers.

The partnership comes at a transformative time for global luxury travel. According to the Cruise Lines International Association (CLIA), 1.52 million cruise travelers are forecast to choose a luxury cruise experience by 2028, representing approximately 4% of projected global cruise passengers. CLIA's latest industry data also highlights strong momentum in Asia as a cruise source region, with approximately 3.0 million passengers originating from Asia in 2025, a 15% increase from 2024, as travelers increasingly seek immersive, high-touch, and all-inclusive experiences.

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>
> *Anthony Akili*

Through this dedicated partnership, Smailing Tour will leverage its 50 years of expertise, driven by its specialized luxury division, Smailing Platinum, to offer Indonesian discerning travelers seamless access, curated itineraries, and bespoke travel

consultation for both prestigious cruise lines. By combining award-winning fleets with Smailing Platinum's unmatched local authority, both brands are positioned to capture Indonesia's growing appetite for high-seas luxury.



A new icon of understated elegance takes to the sea: Oceania Sonata



Regent Seven Seas Prestige Skyview Suite: elevated luxury beneath an open view of the sky

As an exclusive benefit, Indonesian guests booking their Oceania Cruises® or Regent Seven Seas Cruises® voyages through Smailing Tour or Smailing Platinum will receive exclusive additional shipboard credits, redeemable for private shore excursions, spa treatments, specialty dining, and premium onboard experiences. These privileges reflect a shared commitment to providing customized luxury journeys tailored specifically to local preferences.

Lisa Pile, Managing Director, Asia Pacific for Oceania Cruises and Regent Seven Seas Cruises, highlighted the strategic opportunity:

"Oceania Cruises is renowned for its destination-rich itineraries and The Finest Cuisine at Sea®, offering guests immersive journeys that connect them more deeply with the world's cultures, cuisines and destinations. Whilst Regent Seven Seas Cruises is known for delivering an exceptional ultra-luxury experience where Nobody Does All-Inclusive Better, combining unrivalled space at sea, highly personalised service and unlimited shore excursions to create truly seamless luxury travel. Together with Smailing Tour, we look forward to introducing more Indonesian travellers to the distinctive experiences offered by both brands and inspiring them to explore the world in exceptional comfort and style."

Echoing this optimism, Anthony Akili, President & CEO of Smailing Tour, stated:

"As Smailing Tour marks 50 years of pioneering travel excellence in Indonesia, this partnership represents a major milestone in expanding our luxury footprint. Through Smailing Platinum, our dedicated luxury brand, we have always been committed to curating world-class, tailor-made journeys for our most discerning clientele. Beyond providing privileged access, we are thrilled to offer our valued guests exclusive shipboard credits, making their voyages aboard Oceania

Cruises and Regent Seven Seas Cruises even more rewarding."

The joint initiative will encompass targeted luxury marketing campaigns, dedicated training programs for Smailing Platinum's luxury travel advisors, and exclusive promotional privileges for flagship itineraries across Europe, Alaska, Asia, and global world cruises.

ABOUT OCEANIA CRUISES®

Oceania Cruises® is the world's leading destination- and culinary-focused luxury cruise line, celebrated for its port-rich voyages and authentic cultural and culinary experiences. The line's intimate, luxurious ships feature an adults-only environment, with a high proportion of spacious rooms and suites, calling on more than 600 marquee and boutique ports in more than 100 countries across seven continents, with destination-intensive itineraries ranging from seven to 180 days. Aboard the designer-inspired ships, guests enjoy personalized service supported by a strong crew-to-guest ratio, alongside The Finest Cuisine at Sea®, prepared by one of the highest chef-to-guest ratios at sea.

Oceania Cruises® is also recognized as one of the world's most awarded cruise lines, with accolades spanning luxury, dining, service and destination experiences. Oceania Cruises® has five Sonata Class ships on order scheduled for delivery in 2027, 2029, 2032, 2035 and 2037. Oceania Cruises® is a wholly owned subsidiary of Norwegian Cruise Line Holdings Ltd. (NYSE: NCLH).

ABOUT REGENT SEVEN SEAS CRUISES®

Regent Seven Seas Cruises® is the world's leading ultra-luxury cruise line, inviting guests to Experience the Unrivaled® since 1992. With a maximum of only 411 suites, the line's perfectly-sized ships – Seven Seas Explorer®, Seven Seas Grandeur®, Seven Seas Mariner®, Seven Seas Navigator®, Seven Seas Splendor®, Seven Seas Voyager®, and Seven Seas Prestige™, which is scheduled to be delivered in 2026 – form The World's Most Luxurious Fleet®.

Offering immersive exploration in more than 550 destinations across seven continents, guests travel the world in luxurious space featuring sumptuous all-suite accommodations, nearly all with private balconies, which are among the largest at sea. Regent's heartfelt personalized service can be found throughout lavish public areas and expansive outdoor spaces, or while savoring incomparable culinary experiences in a range of specialty restaurants and al-fresco dining venues.

Guests Cruise In All-Inclusive, Unrivaled Luxury™ as part of Regent's All-Inclusive Cruise Fares, offering amenities such as unlimited shore excursions, exquisite cuisine, beverages including fine wines and spirits, entertainment, Starlink Wi-Fi, valet laundry, gratuities, a one-night, pre-cruise hotel package for guests staying in Concierge-level suites and higher, and more.

For more information, please visit RSSC.com, call 1-844-4REGENT (1-844-473-4368) or contact a professional travel advisor. Regent Seven Seas Cruises has four Prestige Class ships on order scheduled for delivery in 2026, 2030, 2033, and 2036. Regent Seven Seas Cruises® is a wholly owned subsidiary of Norwegian Cruise Line Holdings Ltd. (NYSE: NCLH). To learn more, visit www.nclhltd.com.

ABOUT SMAILING TOUR

Established in 1976, Smailing Tour is Indonesia's leading travel management company with half a century of industry leadership. The company drives the nation's luxury travel sector through its dedicated brand, Smailing Platinum, a Virtuoso Member Agency specializing in highly personalized VIP itineraries. Complementing its luxury offerings, Smailing Tour provides end-to-end solutions for corporate, outbound leisure, and inbound travel.

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