

Recently, welders (Ex-GIS crew members) Mssrs. Froilan Azucena, Avelino Nanalig & Pelagio Rayos were subjected to re-testing and skills upgrading at the Philippine Welding Society, Inc.. They comprised the initial set of welders scheduled for skills upgrade and re- assessment late this month and for March, 2022.

Current and ex-crew who belongs to other disciplines will undergo the same re-assessment as required.

HR PAGE
By: Michelle G. Valenciano
Human Resource Manager



We are slowly getting back to normal operation, I mean the regular working schedule. Our CEO gave the directive to inform all personnel to resume the normal work week which is Monday to Friday or 40 hours per week. Of course our Crewing Operations Department including recruitment and training throughout the onslaught of the pandemic most of the time exceeded the 40 hours regular work week to meet the demands of our valued clienteles abroad and we are confident that our valiant team will always weather the storm.

I came across an article about Ranjay's Gulati's book Deep Purpose where he argued that corporate cultures tend to encourage conformity. He emphasized that at a time where employees expect more from their jobs, companies should make space for individuality. In this excerpts from his book, he asked: "What's a company's purpose?" Too often it has been hijacked by one extreme or the other claiming it's either the unbridled pursuit of profit on behalf of shareholders or it's anything but profit. He likewise took issue with the idea that purpose is enshrined in a company's mission statement.

In his conversation with Deepak Chopra, Clinical Professor of Medicine at the University of California, San Diego, he discussed why it is important for businesses to contemplate having a purpose the way individuals might do so. Aiming for a higher ideal elevates our thinking and expands our ambition that in turn allows us to imagine the possibility of doing things that might otherwise have felt overwhelming. Leaders need not only to find ways for employees to discover their purpose in life but to then find a connection between our personal life purpose with the purpose of the organization where we work.

This article further triggered my interest when it mentioned the Great Resignation which was coined by Anthony Klotz, a business school professor from Texas A & M which has been happening all over the United States. On the same one on one with Mr. Chopra it was mentioned that the great resignation which was underway over the past year have shown that employees today expect more out of their jobs. No longer are they willing to compartmentalize their work as separate from the rest of their lives. And so, it is incumbent upon leaders to find ways to create a positive work context in which employees not only feel inspired but likewise feel there is a way for them to live their life purpose through their work.

Mr. Chopra averred that the purpose of any organization or business is to improve the quality of life, period. He further suggested that businesses should focus on the quality of life of employees because if employees are happy, then customers are going to be happy and of course the investors and all stakeholders will be happy as well. So begin with the employees first, and then everything else will fall into place.

The great resignation is not likely happening here in the Philippines for reasons everybody knows. However, the article is something to be reckon with.

ALL ABOUT MARKETINGBy: Mariebel S. Flores

: Mariebel S. Flores Marketing Executive



How COVID-19 Changed Marketing (A CMS Wire report)

How has the pandemic changed marketing? What has shifted and what has stayed the same?

Results from the 26th edition of The CMO Survey published in February 2021 and the Special COVID-19 version published in June 2020 reveal several important trends. Here are the top 10 COVID updates for the marketing profession:

1. Marketer Optimism Reaches Near-Record High After Pandemic Brought It Close to Record Low

Pre-pandemic, The CMO Survey showed optimism hovering around 60 points (on a scale of 0 to 100). In the midst of the pandemic, the Special Covid Edition in June 2020 showed optimism plummeting to 50.9, with the only lower result coming in February 2009 during the Great Recession, when we recorded 47.7 points. February 2021 responses averaged 66.3 points — a 30.3% increase and the third highest value in the history of The CMO Survey.

2. Pandemic Highlights Importance of Marketing for Companies

Marketing's star has risen as the pandemic wears on with companies across the board assigning greater importance to marketing. The CMO Survey reported in June 2020 that 62.3% of companies saw the role of marketing increase in importance over the last year. In February 2021, that number jumped to 72.2%. B2B Services companies saw the highest increase (76.6%), along with mid-sized companies by number of employees (92.3%) and revenues (88.0%) and companies with more sales from the internet (80.0%).

3. Marketers Move From Defense to Offense

Surviving the pandemic meant holding on to existing customers and building brand value that connects with customers — the top two objectives rated by marketing leaders in June 2020. While these objectives remain key, two others increased dramatically in the February 2021 survey: acquiring new customers (+48.6%) and improving marketing ROI (+105.6%), pointing to a shift away from survival towards competing and making money. Additionally, acquiring new customers skyrocketed in effectiveness with marketers reporting a 6.3% increase in customer acquisition performance over the last year, up from reported losses of -9.2% in June 2020.

4. From Digital Build to Back-End Infrastructure

The pandemic necessitated a rapid digital transformation in many companies. Following this requirement, the top two marketing opportunities in both June 2020 and February 2021 were "building better digital interfaces" and "transforming go-to market business models."

As the pandemic and the digital build progressed, two back-end infrastructure opportunities have also emerged. Specifically, 42.8% of marketers reported investing in automation technology to improve customer communications in February 2021, up 25% since June of last year, and 42.5% of marketers now report investments in data integration, up a whopping 71% since June 2020.

5. Internet Sales Reached New Highs

With stay-at-home orders in place across the country, internet sales soared during the pandemic. While hovering around 12% of sales from 2015 to 2019, internet sales saw a new high in February 2020 at 13.5% and then jumped to 19.3% in June 2020 and 19.4% in February 2021. Internet sales are highest for B2C companies and larger companies (measured by number of employees and revenues). All indications are that many of these new online routines will stick and, when coupled with stronger digital investments noted in point #4, marketers should continue to focus on delivering value through this channel.

6. Marketing Spend Rebounds

February 2021 observed the biggest decrease in marketing spend in CMO Survey history at -3.9% for the year. At the same time, digital marketing spending increased 11.5%, radically changing the nature of marketing investments for the year. Twelve-month projections for overall marketing spending reflect the second largest forecasted value in survey history at +10.1%. Consistent with this, marketing expenses as a percent of firm revenues reached 13.2% — the highest level recorded in the history of The CMO Survey and a 35% increase over the 8.6% recorded in February 2020.

7. Marketing Performance Regains Footing

Marketers reported a 17.8% loss in sales revenue in June 2020 due to the early months of the pandemic. Now a year into the pandemic, marketers report a gain of 0.3% over the last year—essentially flat for the year. Considering profits, marketers reported a 14.7% loss in profits in June 2020 while now reporting a 2.6% gain for the year.

8. COVID-19 Disrupts Marketing Jobs, Producing Both Losses and Gains

Companies reported that 8.2% of marketing jobs were lost between February 2020 and February 2021, reflecting levels similar to the 9% loss reported in the June 2020 survey, indicating levels did not worsen over the last six months. Of these losses, 28% were senior manager roles. Several other indicators point to more job optimism. In June 2020, the largest portion of marketers (24.0%) anticipated these jobs would "never return," but this number decreased to 13.1% in February 2021. While only 19.9% expected jobs to return "1-2 years from now" in June 2020, that number has increased to 40.2% in February 2021.

Job additions have also occurred in the last year. A 9% overall increase occurred with 18% of these being senior managers. Looking across job losses and gains, gains were slightly higher (net job change = 0.9%), but this metric varies by sector, with B2C Product companies showing the largest net gains at 5.4%. Among industry sectors, Education (9.9%) and Healthcare (9.2%) rose to the top on net gains. In other sectors, job levels stayed constant, but the mix of marketers changed as reflected in the presence of both gains and losses. Marketing hiring projections are optimistic, reaching 7.6% planned increases for 2021 compared to June 2020 when marketers projected a hiring decrease of -3.5% for the year.

9. Marketers Hunker Down With Low-Risk Penetration Strategies

Pre-pandemic growth strategies were focused on market penetration (current products/services for current markets) with marketers allocating 54.0 out of 100 points to this strategy, with product and service development, market development, and diversification used less often (receiving 20.5, 14.8, and 9.3 points, respectively). In February 2021, market penetration further increased to 56.8 points and moved away from diversification, at only 8.7 points. B2B Product companies aligned most with this shift, with 26% more marketers reporting penetration as a growth strategy and 43.7% fewer marketers reporting diversification as an option. Conversely, B2C Services was the opposite of the trend, with 17.7% fewer marketers reporting penetration and 31.7% more reporting diversification as growth strategies.

10. COVID-19 Shifts Sustainability Focus From Products to Promotions

Pre-pandemic, marketers reported their companies were changing products and services to reduce the negative impact of marketing on the ecological environment.

However, when the pandemic hit, this focus decreased from 73% of respondents citing this as their key strategy to 53% in June 2020 and rising only slightly to 55% in February 2021. In line with this, marketers shifted their sustainability focus to changing marketing promotions with 58% respondents in June 2020, up from 49% in February 2020. February 2021 levels dropped to 45%. The only other factor that increased in importance is "changing brand," which grew from 10.7% in June 2020 to 15.5% in February 2020.

Why don't marketers focus more on sustainability? Forty-seven percent of respondents reported that the cost of sustainability is the largest factor interfering with doing more, while 43% of companies reported COVID-19 as the second largest barrier.

While the pandemic is far from over, marketers are reporting their companies have made it through the storm and see sunnier skies ahead. As more of the economy opens up, time will tell how successful pandemic strategies were and how marketers truly faired.

CREDIT TO THE AUTHORS

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GenCell Achieves a Significant Scientific Breakthrough in Its Innovative Green Ammonia Synthesis Development Project

Upon Evaluating this Breakthrough, TDK Corporation Announced its Intention to Exercise its Right to Continue to Invest in Joint Green Ammonia Synthesis Project with GenCell Energy

PETAH TIKVA, Israel, Feb. 28, 2022 /PRNewswire/ -- GenCell Energy, (TASE: GNCL), the leading provider of hydrogen and ammonia to power solutions, announces that in continuation from the Company's Immediate Release dated February 23, 2021 regarding the participation of the Japanese technology provider TDK Corporation in the Company's innovative, zero-emission green ammonia synthesis project, the Company is now proud to announce achievement of a significant scientific breakthrough which enables the production of green ammonia directly from water at very low temperature and pressure in comparison to the traditional ammonia production processes commonly carried out today around the world.

Accordingly, following their evaluation of this breakthrough, TDK has announced its intention to exercise its right to continue to invest in the green ammonia synthesis project in accordance with the terms of its agreement with GenCell so as to continue the development of the project towards the next milestone.

States Rami Reshef, co-founder and CEO, GenCell, "We are extremely proud and excited to report this important scientific breakthrough in our efforts to develop a novel approach to producing green ammonia, the fuel of the future, within the framework of the project we are carrying out together with the support of TDK. This news will certainly be of interest to the broader market seeking innovative solutions to reduce carbon emissions."

Continues Reshef, "We believe that the new process will expand the availability of green ammonia for diverse uses, not only as fuel for the backup and off-grid solutions used by our customers, but also for a far wider range of industrial and agricultural applications. As such we understand this scientific breakthrough to signify strong business potential and to reinforce our strong interest in advancing the project and moving forward with our technology development towards the next milestone."

In the framework of this development project, the Company is devising a clean, energy-efficient method for producing green ammonia which could ostensibly offer an emission-free alternative to some 235 million tons of ammonia being produced each year by means of traditional processes involving pollutant carbon emissions. Green ammonia may serve as a central hydrogen carrier for the energy industry, as well as be a key component of fertilizers for agriculture and a key resource for maritime, aviation, semiconductors, and many other applications. The successful completion of this project may not only help companies meet their ambitious carbon neutrality targets, but also increase the availability of green ammonia for a wide range of uses.

About GenCell Energy

GenCell Energy (TASE: GNCL) develops total green power solutions based on reliable, zero-emission alkaline fuel cells and green ammonia-to-energy technology which deliver uninterrupted power to help the world #SayNoToDiesel and transition to clean energy. The ability to produce not only clean power from GenCell's fuel cells, but also the green fuel on which the fuel cells run, sets GenCell in a far superior position as a well-to-wheel total green energy solution provider. GenCell delivers resilient, robust and weather-resistant backup power for utilities, telecom and other mission-critical applications which have been deployed in 22 countries. Our hydrogen-on-demand solution provides primary power for off-grid and poor-grid sites, as well as for rural electrification. GenCell Energy numbers more than 130 employees, including veterans of space and submarine projects. The Company is headquartered in Israel with a worldwide distribution and support network and retains unique intellectual property that includes patents, trade secrets and know-how.



A FEW GOOD MEN

Macario Sakay y de León (March 1, 1878 – September 13, 1907) was a Filipino general who took part in the 1896 Philippine Revolution against the Spanish Empire and in the Philippine American War. After the war was declared over by the United States in 1902, Sakay continued resistance by leading guerrilla raids. The following year he became President of the Tagalog Republic.

Early life

Macario Sakay de León was born on March 1, 1878 along Tabora Street, Tondo, in the City of Manila. He first worked as an apprentice in a kalesa (carriage) manufacturing shop. He was also a tailor and a stage actor, performing in a number of plays including Principe Baldovino, Doce Pares de Francia, and Amante de la Corona.

An original member of the Katipunan movement, which he joined in 1894, he fought alongside Amdres Bonifacio against the Spanish throughout the Philippine Revolution.] In 1899, he continued the struggle for Philippine independence against the United States. Early in the Philippine-American War, he was jailed for seditious activities, and later released as part of an amnesty.

After the war

Sakay was one of the founders of the Partido Nacionalista (unrelated to the present Nacionalista Party founded in 1907), which sought to achieve Philippine independence through legal means. The party appealed to the Philippine Commission, but the Commission passed the Sedition Law, which prohibited any form of propaganda advocating independence. Sakay took up arms again.

After the capture of Aguinaldo

Contrary to popular belief, the Philippine resistance to American rule did not end with the capture of General Emilio Aguinaldo. Several forces remained at large, including one led by Sakay. Sakay's rank and association within Aguinaldo's Revolutionary Government is unknown. When Aguinaldo surrendered to the US, Sakay seized the leadership of the revolution and declared himself Supreme President of the Tagalog Republic. He said this included all the islands of the Philippines from Luzon to Mindanao. Taking over the Morong-Nueva Ecija command and assigning his deputies to take charge of the other Tagalog regions, Sakay wrote a constitution in which traitors, or supporters of the enemy, were to be punished with exile, imprisonment, or death. In May 1902, Sakay and his men declared open resistance to the US and conducted guerrilla raids that lasted for several years.

Tagalog Republic

Around 1902, Sakay established the Tagalog Republic somewhere in the mountains of Rizal. His first military circulars and presidential orders as "President and Commander-in-Chief" were issued in 1903. Sakay's military circular No. 1 was dated May 5, 1903, and his Presidential Order No. 1 was dated March 18, 1903.

Military organization

In Sakay's military circular No. 7, dated June 19, 1903, the government of the Tagalog Republic (called the "Republic of the Philippines") affirmed the formation of an organized army. The army units were composed of Kabohans (eight soldiers, equivalent to a squad), Camilleros (nine soldiers), Companias (117 soldiers, equivalent to a company, and Batalions (801 soldiers, equivalent to battalion). However, in Sakay's Second Manifesto, dated April 5, 1904, it said the exact number of soldiers in the army could not be ascertained. There are insufficient documents to provide a basis for historians to speculate on the size of the Republic's army, but these demonstrate that Sakay's army existed and that it was led by officers appointed and commissioned by Sakay himself.

In Sakay's presidential order No. 2, dated May 8, 1903, the government, in search of sources of weapons to carry out its struggle against the Americans, said that it was willing to confer military rank on citizens who could turn over firearms to the Presidential Office or any of the headquarters under its command. Ranks would be conferred by the following schedule: 10 to 15 firearms, rank of lieutenant; 16 to 25 firearms, captain; 26 to 36 firearms, major; 40 to 50 firearms, colonel. In Sakay's military order No. 5, dated May 25, 1903, the government assigned the following color codes for the divisions of its army: artillery (red), infantry (light blue), cavalry (dark blue), engineering (dark brown), chief-of-staff (dark green), sanitary (yellow), and marines (gray).

Planned kidnapping

According to General Leon Villafuerte, his, Carreon's and Sakay's forces planned to kidnap Alice Roosevelt Longworth, the daughter of President Theodore Roosevelt, who was planning to visit the Philippines. The plan was to trade her to the Americans in exchange for the immediate recognition of Philippine independence. The kidnapping was not attempted since Longworth postponed her trip by train to Baguio.

Surrender and betraval

In 1905, Filipino labour leader Dominador Gomez was authorised by Governor-General Henry Clay Ide to negotiate for the surrender of Sakay and his men. Gómez met with Sakay at his camp and argued that the establishment of a national assembly was being held up by Sakay's intransigence, and that its establishment would be the first step toward Filipino independence. Sakay agreed to end his resistance on the condition that a general amnesty be granted to his men, that they be permitted to carry firearms, and that he and his officers be permitted to leave the country. Gómez assured Sakay that these conditions would be acceptable to the Americans, and Sakay's emissary, General León Villafuerte, obtained agreement to them from the American Governor-General.

Sakay believed that the struggle had shifted to constitutional means, and that the establishment of the assembly was a means to win independence. As a result, he surrendered on 14 July 1906, descending from the mountains on the promise of an amnesty for him and his officials, and the formation of a Philippine Assembly composed of Filipinos that would serve as the "gate of freedom". With Villafuerte, Sakay travelled to Manila, where they were welcomed and invited to receptions and banquets.

One invitation came from the Constabulary Chief, American Colonel Harry H. Bandholtz, to a party in Cavite hosted by the acting governor Colonel Louis J. Van Schaick on July 17; it was a trap. Sakay and his principal lieutenants were disarmed and arrested while the party was in progress. [12][13]

At his trial, Sakay was accused of bandolerismo "under the Brigandage Act of Nov. 12, 1902, which interpreted all acts of armed resistance to American rule as banditry." The American colonial Supreme Court of the Philippines upheld the decision. Sakay was convicted and sentenced to death, and hanged on 13 September 1907.

Before his death, he made the following statement:

Death comes to all of us sooner or later, so I will face the LORD Almighty calmly. But I want to tell you that we are not bandits and robbers, as the Americans have accused us, but members of the revolutionary force that defended our mother country, the Philippines! Farewell! Long live the Republic and may our independence be born in the future! Long live the Philippines!

He was buried at Manila North Cemetery later that day.





Where does the US get its oil from – and what will happen to gas prices amid Russian invasion of Ukraine?

For all the wind farms and solar panels we've built, the world – and especially the United States – still runs on oil and gas.

That is why the onset of a Russian invasion of Ukraine threatens not only a human rights catastrophe in Europe but economic turmoil for American consumers, as well as a giant headache for US president Joe Biden.

Russia is one of the world's biggest fossil fuel producers, yielding about 12 per cent of the global economy's oil and 17 per cent of its natural gas. Much of the latter is carried to Europe via pipelines that run through Ukraine, potentially freezing the whole continent's supply.

Russian president Vladimir Putin's decision to recognize the independence of breakaway territories in Ukraine this week drove the price of crude oil up to nearly \$100 (£74) per barrel. Mr Putin has announced a military operation in Ukraine, and gunfire and explosions were heard in Kiev early Thursday, according to local and international media.

So how vulnerable is the US to an oil shock, and what would an invasion of Ukraine do to gas prices?

How much oil does the US import from Russia?

Not much, but not nothing. While America has struggled for decades to reduce its dependence on foreign oil, with some success, Russia's share is at a historic high.

The shale oil boom of the 2010's made the US a major oil exporter, surpassing the production levels of both Russia and Saudi Arabia in 201.

According to the US Energy Information Administration (EIA), America imported an average of 266 million barrels of crude oil per month in the six months ending last November (the latest month for which data has been published).

Just under half of that oil, or 132 million barrels, came from Canada, a US ally and member of the Five Eyes intelligence-sharing alliance (along with the UK), which dredges up vast quantities of hydrocarbons from the tar sands under Alberta.

About nine per cent of US imports came from Persian Gulf countries (Saudi Arabia alone accounts for almost six per cent of those imports), with Mexico providing another nine per cent and a long list of countries, from Brazil through Iraq to Norway, providing less than two per cent each.

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In 1995, EIA data puts Russia's share of US oil imports at almost nothing, before steadily rising to an average of six per cent at the start of 2012. In 2019, though, it began to shoot up to its current levels.

Will gas prices continue to rise?

Almost certainly. Though US gas prices may suffer directly, the bigger problem will actually come from the many other countries who are far more dependent on Russian oil.

Oil supplies are already tight, in part because the pandemic slashed the world's demand for oil and wreaked havoc on the oil industry. Now demand is rising again, but the industry has not yet caught up.

Worse, the Organisation of Petroleum Exporting Countries (OPEC) – a cartel of major oil producers ranging from the Gulf states to Angola to Venezuela, which act together to influence the market – took radical action to keep prices high.

In the depths of the pandemic, OPEC struck an agreement with non-members including Russia to make the biggest production cut in its history. Yet it has been far slower to increase production as the world recovered from Covid.

Now the US has imposed sanctions on Russia, and now that Russia has launched an attack on Ukraine, it will certainly impose more penalties. Allies such as the European Union will follow suit, making it difficult for Russia to export oil to the rest of the world.

Mr Putin could also choose to cut off oil exports to various countries in retaliation for any attempt at punishing his actions in Ukraine.

Hence, an invasion of Ukraine would probably create a sharp drop in the amount of available oil worldwide – and hence, through the laws of supply and demand, higher oil prices.

How high will gas prices go?

It's hard to know. Last week, oil industry veteran John Driscoll suggested crude oil prices could surpass \$120 or even \$150 per barrel.

A recent forecast from JPMorgan Chase said that even in the "best-case scenario" for Ukraine, crude oil would not drop below \$84 per barrel due to all the other factors in the mix.

Experts believe consumer gas prices in the US are likely to reach \$4 a gallon, or \$5 in higher-tax states such as California, by early spring.

Can anything stop it? Action by national governments to keep prices low could protect consumers from the worst impacts, and with midterm elections coming up in November, President Biden is clearly alarmed by the situation.

"I want to limit the pain that the American people are feeling at the pump," he said on Tuesday, pledging to use "every tool at our disposal" to "blunt" the effect on consumers.

According to reports, the White House is considering releasing oil from the US strategic petroleum reserve, a network of underground caverns along the Gulf of Mexico that holds massive stockpiles of crude oil. News of that option led to small price drops on global markets on Wednesday.

Beyond that, however, there may be little Mr Biden can do. Presidents have only limited control over oil prices compared to private companies and foreign governments. Some Democratic senators have proposed suspending America's federal gas tax for the rest of its year.

For its part, OPEC is unafraid to use oil prices as a political tool, and a Ukraine invasion – plus outreach from Mr Biden – could persuade them to increase production.

Oddly, Mr Biden's best hope of salvation might lie with Iran. The US is still negotiating to revive Barack Obama's 2015 nuclear deal, which was scrapped by Donald Trump in 2018. If that deal goes through, Iran would be able to export a lot more oil.

In other words, if American consumers are spared the worst of an oil crisis, they might just have Ayatollah Ali Khamenei to thank.

SOURCE: YAHOO NEWS/INDEPENDENT

CRUISE INDUSTRY NEWS

Royal Caribbean International has an estimated 500 Ukrainian crew members on its fleet, according to President and CEO Michael Bayley in a social media post.

The company is stepping up to assist crew, having made available all communication channels so they can talk to their families, Bayley said, and also offering them assistance in getting home or close to home in the event they wish to leave their contracts early.

"We are trying to expedite any Ukrainian crew who wishes to join any of our ships earlier than scheduled," Bayley said. "Counseling has been made available to them and ships captains and management are obviously in daily communication with them to offer assistance as needed.

"We also have over 200 Russian crew who also are concerned and anxious over these events and we are offering them the same support. The Royal family is here for all our crew and our thoughts and prayers go out to all impacted by these events."

Norwegian Cruise Line has cancelled all of its calls into Saint Petersburg, Russia, this summer season.

It impacts called aboard the Dawn, Getaway and new Prima on their Baltic itineraries, according to a statement sent to travel partners and booked guests. Replacement ports are set to be announced soon.

Norwegian Dawn:

- · June 20, 2022
- · July 20, 2022
- · August 16, 2022
- · July 2, 2022
- · July 28, 2022
- · July 11, 2022
- August 7, 2022

Norwegian Getaway:

- May 18, 2022
- · June 14, 2022
- July 11, 2022
- August 7, 2022
- September 3, 2022
- September 30, 2022
- · May 27, 2022
- · June 23, 2022
- July 20, 2022
- · August 16, 2022
- September 12, 2022
- · October 9, 2022
- June 5, 2022
- July 2, 2022
- July 29, 2022
- August 25, 2022
- September 21, 2022

Norwegian Prima:

• September 3, 2022







