



THE WAVE AWARDS 2023

BOOK OF THE NIGHT

WINNERS
REVEALED

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WAVE AWARDS 2023

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CRUISE
Trade News

Published by

Real.
RESPONSE MEDIA

Unit 4D, Cally Yard
445 Caledonian Road
London, N7 9BG
ISSN 2059-9986

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School Food Matters

School Food Matters exists to teach children about food and to improve children's access to healthy, sustainable food during their time at school. It provides fully funded food education programmes to schools, bringing the voices of children, parents and teachers to government policy.

THE JUDGES



Brad Bennetts

Head of Sales and Business Development, APT & Travelmarvel



Mario Bounas

UK & Ireland GM, Swan Hellenic



Stuart Byron

Sales Director for the UK, Ireland and Spain, Royal Caribbean



Laura Davis

Director, Gail Kenny Executive Recruitment



Robin Deller

CEO, Imagine Cruising



Caroline Donaldson

Product & Commercial Director, Barrhead Travel



Karen Farndell

Sales & Marketing Director, Holland America Line



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Connie Georgiou

Sales Director UK, Ireland, Middle East & Africa, Silversea



Chris Hackney

Managing Director, Marella Cruises



Nick Hughes

COO, Ambassador Cruise Line



Cat Jordan

Communications Director, Travelzoo



Wendy Lahmich

Director of Sales, Seabourn



Jamie Loizou

Managing Director, AmaWaterways



Mike Longfellow

Managing Director, Iff Digital



Edwina Lonsdale

Managing Director, Mundy Cruising



Thomas Mahoney

Director of UK sales, Cunard



Stuart Milan

Channel Director, Riviera Travel



Adam Oldfield

CEO & Founder, Force24



Iain Powell

Trading Director, Saga Travel Group



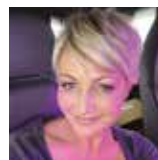
Sam Redfearn

Head of MyCruise UK



Geoff Ridgeon

Head of Sales, Fred Olsen Cruise Lines



Victoria Sanders

Director of Travel, News UK



Karen Sequeira

Marketing Director UK & Ireland, Norwegian Cruise Line



Nick Hughes

UK & Europe sales director, Princess Cruises



Cressida Sergeant

CCO, Traveltek



Craig Upshall

Tourism Marketing & Promotion, Qatar Tourism



Sarah Wikevand

Managing Director, ROL Cruise



Andrew Williamson

Passenger Operations Manager, Portsmouth International Port



Ruth Venn

Director of sales, P&O Cruises



WELCOME



Welcome to the Wave Awards 2023 Book of the Night

So, the waiting is over and here we are to reveal the winners of the Wave Awards 2023.

There's no doubt that last year was a tough act to follow, but we've made it our mission to once again go one better, and I hope you all agree that we've managed to achieve that.

It's been an eventful year for the sector, with demand increasing across all segments. The hard work put in by cruise lines and travel agents is being rewarded, as more and more people decide now is the time to take a holiday at sea.

As the industry continues to evolve, so have we. For 2023, we introduced new categories for travel agents, including Best Independent Agent, designed to reward homeworkers and mini agencies. In addition, we also put a greater focus on technology and how this is changing the cruise sector.

As with previous events, there are a host of cruise line categories, such as Best Ocean Cruise Line, Best River Cruise Line and Best New Ship Launch. On-board categories – think Best for Accommodation and Best for Cuisine – are also included.

There were a record number of submissions across a range of categories, all of which were judged by a panel of cruise and travel experts. Our thanks go to those who gave up their valuable time to analyse every entry in detail.

I would also like to extend a thanks to all our sponsors, which you can read about on the sponsors' page. Read on to discover who took home a Wave Award.

Gary Peters

Editor, Cruise Trade News

LETTERS



It has been an exciting year for us at Fred Olsen Cruise Lines. In fact, we have enjoyed a record year and we simply could not have done it without the commitment and support from our trade partners.

To be the headline sponsor of the Wave Awards for the second-year running is a great way for us to celebrate and acknowledge the talent across the cruise sector as well as all that we have achieved as an industry.

I could talk about how we have brought our brand to life even more this year, about how we have strived to be easier to work



with and more educational in our way of working. I could talk about how proud I am to have seen our team welcome so many of the trade onto our ships for visits this year and I could talk about how all of this has come together to deliver amazing results for both us and our trade partners.

But really, all I want to say is thank you. Thank you to all of you, from all of us at Fred Olsen Cruise Lines.

Geoff Ridgeon

Fred Olsen Cruise Lines head of sales



THE PETER GRANT CONTRIBUTION TO THE CRUISE INDUSTRY AWARD



Established in 2021, this award honours Peter Grant, former Real Response Media director and Cruise Trade News and World of Cruising publisher, who passed away in

2020. During his time at Real Response Media, Peter amassed numerous contacts in the cruise industry and counted many personal friends among both cruise line executives and travel agents.

WINNER

JAMES COLE



There are few people whose name is as synonymous with cruise than James Cole. It was back in 2008 that he set up Cruise118, leading the company for 10 years before stepping down to pursue other opportunities. Come July 2020, he launched Panache Cruises and since then has steered the agency to great success. Such has been its trajectory under James' leadership, that this year the luxury cruise agency revealed plans to grow its team by

“

**COLE LAUNCHED LUXURY
CRUISE AGENCY PANACHE
CRUISES IN 2020**

30 per cent to keep up with demand. The company also plans to invest in more than 100 apprenticeships by 2030. Those who finish the programme, with a 100 per cent success rate, will be offered full-time positions. The agency currently has 11 apprentices working across all areas of its business including marketing, finance, sales and customer service. With a strong focus on wellbeing and work/life balance, Cole has also created something that puts people first, appealing to the next generation of sector leaders.

WOMEN IN CRUISE AWARD

SPONSORED BY



Established in 2022, this award recognises and celebrates trailblazing and pioneering females in the cruise industry

WINNER

LYNN NARRAWAY



Lynn Narraway is a trailblazer in every sense of the word. Known for her dedication to travel agents and determination to take Seabourn to new heights, she has been instrumental in the line's success in the UK market. She has also been a mentor to many in the cruise sector, developing people's skills and passing on her knowledge to those within her direct teams and externally across the sector. Lynn is also a leading voice in

pushing the benefits of working with travel agents to amplify cruise's voice among the general public. Her knowledge of the industry and wise words of advice are often called upon at industry events. Earlier this year, in recognition of her service and achievements, she was named 'madrina' of Seabourn Pursuit. Narraway welded a box containing four commemorative gold coins to the ship. She said: "It is such a 'Seabourn Moment' for me to be a part of this incredible tradition."



**LYNN NARRAWAY IS A
TRAILBLAZER IN EVERY
SENSE OF THE WORD**



CUNARD

Approaching six months until Queen Anne sets sail



Golden Lion



Panorama Pool Club



Bright Lights Society

Due to grace the seas in May 2024, Queen Anne will be the finest ship of its era. Our 249th addition to the fleet will inspire guests with a blend of classic and contemporary, and extend the Cunard Line for future generations.



For more information visit
Shinerewardsclub.com

QUEEN MARY 2

QUEEN VICTORIA



What is Shine Rewards Club?

Shine Rewards Club is all about rewarding you, our travel agent partners, for your hard work. From making and playing a Cunard Fare booking, to joining our webinars and testing your knowledge on our quizzes, you'll always earn Shine points.

What are Shine points?

At Shine Rewards Club, Shine points are our currency and they're what you can use to treat yourself to a host of rewards. For every Cunard Fare booking you make, visit shinerewardsclub.com and enter the booking reference to play the shuffleboard game and find out how many Shine points you have earned.



How can I spend my Shine points?

Rewards catalogue

On the Shine Rewards Club website, you will find the Rewards catalogue where you can choose how to spend your Shine points. You can buy vouchers to spend at more than 70 retailers and restaurants and there's a lot of choice including Selfridges, Ted Baker, M&S, ASOS, The White Company and many more.

SELFRIDGES & CO

M&S
EST. 1884

ASOS

THE WHITE COMPANY
LONDON

Cruise with Cunard

NEW

You can use your Shine points to book any retail fare type, on any voyage that is on sale, at any time. You can use any amount of Shine points you have to pay towards your voyage.

Want to know how many Shine points you need for your chosen voyage? We've created a brand new Cruise with Cunard Calculator so you can work out how many Shine points you want to spend before booking.

Simply, Choose, Book, Cruise.



Visit shinerewardsclub.com for more information

QUEEN ELIZABETH

QUEEN ANNE

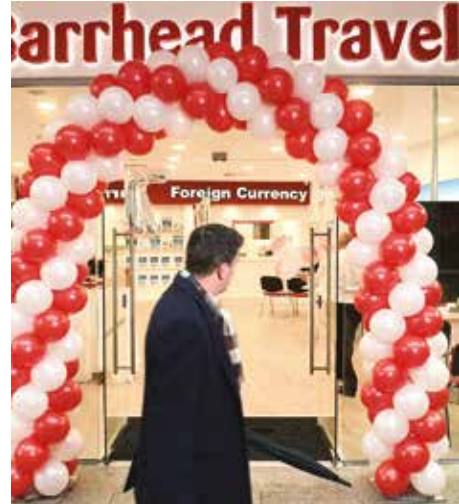
WINNERS

BEST Advertising, PR or Marketing Campaign

Barrhead Travel

BarrheadTravel

The key drivers of this campaign from Barrhead Travel were to create a distinctive campaign for the Turn of Year with serious cut-through in the peak season; drive sales, and grow market share in the key sales period from December 2022 to early March 2023. It's fair to say all of those targets were reached, with some impressive results. As part of the campaign, it implemented a full digital media takeover, using campaign messaging and visuals across its website and all social channels, and supplied a suite of social media assets to its branches to use. It also ran a new to cruise campaign, in partnership with Royal Caribbean, that introduced cruise holidays to a range of customers.



FINALISTS Accord Marketing (for Celebrity Cruises) • Regent Seven Seas Cruises

BEST Environmental Innovation

Portsmouth International Port



Portsmouth International Port has ambitious goals to decarbonise, aiming to be carbon-net-neutral by 2030 and emissions-free by 2050. A key part of this has been the investment in renewable energy sources, having installed over 2,660 solar panels to harness clean energy. It now has the largest solar canopy array found in any UK port and has been able to run all its operations from solar power with no additional capacity required from the grid. Its passenger terminal buildings also make use of sea-water harvesting for heating and cooling purposes.



HIGHLY COMMENDED AE Expeditions (part of Aurora Expeditions) – Long known for its sustainability measures and protecting the oceans, AE Expeditions has once again demonstrated its commitment to the environment, not least through its Ulstein X-Bow on its ships, which reduces fuel consumption.

FINALISTS MSC Cruises

LET'S MAKE SOME WAVES

Strategy
Planning
Creative
Branding

Digital
Data
Media
OOH

Radio
TV
Video
Websites

ACCORD



accordmarketing.com

WINNERS

BEST Transfer Service

Titan Travel



With Titan Travel, every guest is treated like a VIP. The operator's goal is to be the only tour operator that includes a comprehensive transfer service on all its holidays, included in every single holiday price, with no mileage restriction, and to offer every guest a hassle-free, VIP start and end to their holiday. What really makes Titan stand out are the extra touches – a chauffeur-driven transfer that whisks people from their door and ready to explore – and back again. The operator calls it its 'VIP door-to-door travel service', and it's included on every holiday. Depending on where guests live, the VIP pick up includes a home transfer and flight from a local airport to London.



FINALISTS Saga

BEST Escorted & Specialist Tour Operator

Riviera Travel



In the last 12 months, Riviera Travel has sought to maintain and enhance its standing, offering the very best in touring itineraries, accommodation, hosting and experiences. It has also added new variations to existing tours to enhance the overall experience. In total, 930 Europe departures and 279 worldwide tours were on offer, the most on record for a 12-month period. In response to agent and guest feedback, Riviera also introduced 40 upgraded European and worldwide 'Signature' itineraries. These include up to three new and enhanced experiences, which are added to established tours. The operator has introduced a 'Travel Concierge' service, following feedback from the trade and guests, for more flexibility and choice.



FINALISTS Global Cruises • Titan Travel

WINNER

BEST for Entertainment

Royal Caribbean International



There's no doubt that when it comes to entertainment, Royal Caribbean always pushes the boundaries, showcasing innovation and bringing new and exciting concepts to the industry. Guests can look forward to four-signature high-tech stages – air, ice, stage and water. Its ice shows feature state-of-the-art

5K projection mapping for stunning visuals, while 3D flying, high-diving and acrobatics can be found in the iconic AquaTheatre. The line has also launched a new Broadway-style show, The Effectors II: Crash 'n' Burn, featuring trailblazing applications of autonomous technology pioneered in-house.



FINALISTS Marella Cruises • P&O Cruises • Virgin Voyages

Best of Jamaica. On Repeat.

Montego Bay | Falmouth | Ocho Rios | Port Antonio | Port Royal



@cruisejamaica

INDULGE

Cruise Jamaica



@portauthorityja

WINNERS

BEST for Cuisine

Regent Seven Seas Cruises



In a bid to elevate and reimagine its culinary offering, Regent Seven Seas Cruises' strategy has focused on offering guests an innovative gastronomic programme. It has launched Epicurean Perfection – a new immersive programme, encompassing unrivalled cuisine, epicurean explorations and epicurean enrichment. Epicurean Perfection offers guests a culinary adventure both on board and ashore with a collection of world class restaurants, immersive shore excursions, tours, classes, and tastings. In addition, there are 11 Epicurean Spotlight Voyages, which provide travellers with incomparable experiences with some of the world's leading culinary figures.



HIGHLY COMMENDED Windstar Cruises – Cuisine plays a fundamental role in what Windstar does. The line is the official cruise line of the James Beard Foundation and every voyage creates a connection between guests and the destination through the cuisine offered on board its ships.

FINALISTS Fred Olsen Cruise Lines • Princess Cruises • P&O Cruises • Saga • Seabourn • Virgin Voyages

BEST for Accommodation

Regent Seven Seas Cruises



Regent Seven Seas Cruises prides itself on offering unrivalled space at sea, and when it comes to accommodation, it hits all the right marks. Guest can enjoy sumptuous all-suite accommodations, nearly all with private balconies, which are among the largest at sea. Suites include a separate sitting area, spacious closets, an included minibar stocked daily with preferences and 24-hour room service. The next step up is the luxurious Regent Suite, which provide exclusive perks such as priority boarding and more.



FINALISTS Seabourn



Your guests can enjoy a free Superior drinks package worth £400PP on all 2024 European river cruises.

What's included in our Superior drinks package?

At lunch in the restaurants an unlimited choice of:

- Red, white, rosé and sparkling house wine, including non-alcoholic
- Draught beer, including non-alcoholic
- A selection of soft drinks and juices

After 6pm in the restaurants and lounge (or bar) an unlimited choice of:

- Our cocktail and mocktail of the day
- House spirits and mixers (gin, vodka, rum and whisky)
- A recommended regional wine during dinner
- Martini & Sherry pre-dinner
- Port & Brandy after dinner



To find out more, request a brochure or to book
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Riviera Travel booking terms and conditions apply. Visit our website for full details.

WINNER

BEST for Wellness and Enrichment

Cunard



In the last year, Cunard has worked hard to enhance its enrichment programme to entertain and inform its guests. Across 2022, the Insights programme featured more than 100 high-calibre speakers, who presented more than 500 talks. The line has partnered with prestigious names in culture and entertainment, ensuring the standard of its offering continues

to inspire and delight, and in 2023, the line's Alaska season features an exclusive sailing with world-famous adventurer, Bear Grylls. In response to feedback, it has also renewed partnerships with the English National Ballet, the Royal Albert Hall and the Royal Shakespeare Company. Cunard's event voyages also provide yet more immersion and enrichment.



FINALISTS Seabourn • Virgin Voyages

WINNER

BEST Port

Portsmouth International Port



Portsmouth has embarked on an ambitious journey to establish itself as a leading UK cruise port, specialising in the boutique and luxury cruise sector. The port, which is a vital economic engine for the city of Portsmouth, has invested heavily to reach its aims. For example, a new £18 million carbon neutral passenger terminal has been constructed, which

will be capable of accommodating an anticipated additional 250,000 passengers a year. This new facility has a sky garden, a dedicated walkway leading to a new check-in area, interior living walls, an expansive baggage hall, and an exclusive cruise lounge. This, coupled with its sustainability goals, make it a worthy winner and well placed for future growth.



FINALISTS Southampton

WINNER

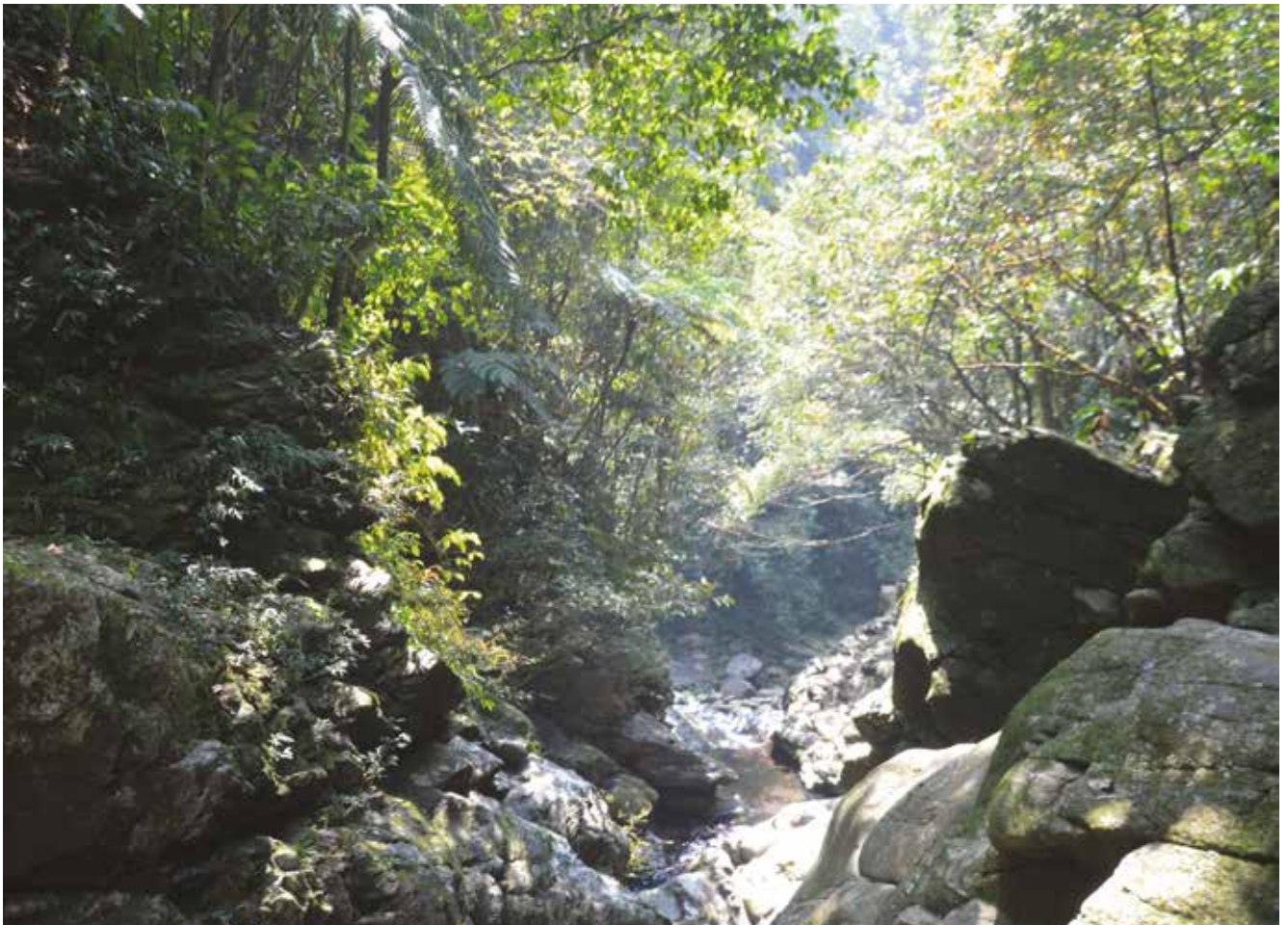
BEST for Excursions SPONSORED BY **aROSA** 
arosa-cruises.co.uk

Regent Seven Seas Cruises

Regent
SEVEN SEAS CRUISES®

When sailing with Regent Seven Seas, guests can enjoy a vast collection of unlimited shore excursions in every port. These excursions are broken up into different categories, including Regent Choice Excursions; Eco-Connect Tours; Behind the Design Tours, and Go Local Tours. Not content with sitting still, however, the luxury line

has boosted its offering with three new Epicurean Explorer Tours celebrating Seven Seas Explorer's inaugural season in Alaska, with tours that showcase authentic culinary traditions from the destination. In addition, the line's one-of-a-kind partnership with Fabergé has seen the introduction of intimate excursions showcasing the world of Fabergé.



FINALISTS AE Expeditions (part of Aurora Expeditions) • Fred Olsen Cruise Lines • Intercruises Shoreside & Port Services • Cruise Saudi • Venture Ashore

WINNER

BEST Technology Innovation

theICEway



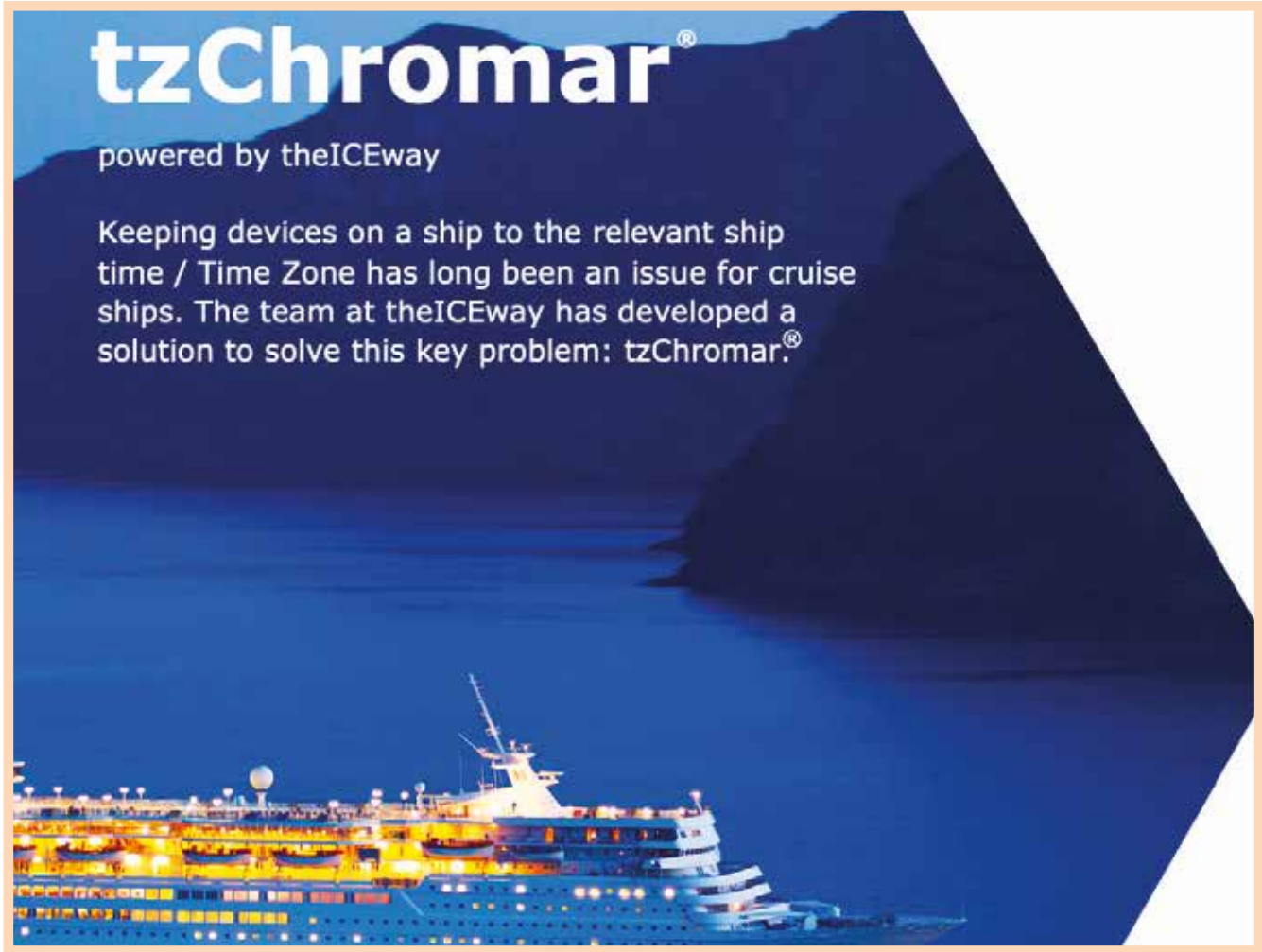
Technology company theICEway has developed something called tzChromar, a time zone management portal designed to remedy time zone management challenges in the cruise sector and ensure a seamless guest experience. With tzChromar, cruise ship IT crew can update all devices and passenger applications to the correct time zone

quickly and easily. The on-board IT teams have tzChromar portal access and can choose the ship's time zone and then enable either an instant or scheduled change to servers, guest apps, handheld and POS devices. The system is currently used on large cruise ships and plans are in place to widen its use in the future.

tzChromar®

powered by theICEway

Keeping devices on a ship to the relevant ship time / Time Zone has long been an issue for cruise ships. The team at theICEway has developed a solution to solve this key problem: tzChromar®.



FINALISTS digitaltravel.io • My Kind of Cruise • Solent Stevedores • Traveltek

WINNER

BEST Use of Content

Six Star Cruises

SIXSTARCRUISES
Est. 2009

In recent months, SixStarCruises has set about driving database growth via the use of content that both educates and inspires. First up, it delivered a social outreach campaign, working with Regent Seven Seas Cruises, to promote the ultra-luxury cruise experience. Using the hashtag #AdventuresandAperitifs, it promoted the beverage experience on the line's

ships, targeting and influencers from the luxury cruise segment to raise awareness and drive engagement. This delivered significant audience reach and engagement, as well as new brand subscribers. SixStarCruises has also launched Sea to Shore, a new magazine DM and developed a series of short videos in partnership with Seabourn.



FINALISTS Cruise118 • Panache Cruises

WINNERS

BEST Online Agent SPONSORED BY



Panache Cruises



Since launching in 2020, luxury-focused agency Panache Cruises has gone from strength to strength and is well on course to hit ambitious targets. Part of this success it thanks to its combination of digital marketing married to an 'old fashioned' customer service ethos, where customers can only book via the phone rather than online. This ensures that marketing is instant, trackable and multi-channel, yet ensures that rapport and relationships can be developed with customers. The agency focuses on digital and social media to create interest by giving prospective customers information and inspiration to find out more about luxury and ultra-luxury cruises.



FINALISTS Cruise118

BEST Consortia or Homeworking Network SPONSORED BY



Holland America Line
SAVOR THE JOURNEY

Advantage Travel Partnership



As part of its ongoing aim to encourage members to prioritise cruise, Advantage Travel Partnership has boosted its commissions and earning opportunities, showcasing best-in-class commercial deals and its support of promoting the importance of agents in the sector. Alongside this, it has developed a strategy to assist members in targeting the lucrative 'yet-to-cruise' market. What's more, its cruise-focused product community, Latitude, has grown significantly since its relaunch in October. The organisation has also increased aggregated cruise sales.



FINALISTS GoCruise & Travel



SEABOURN®

As proud sponsor
of the 2023 Wave Awards

Seabourn is delighted to have been shortlisted.



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CONTACT YOUR SEABOURN BUSINESS DEVELOPMENT TEAM

email: SALESSUPPORT@SEABOURN.CO.UK | visit: GOSEABOURN.COM | training: SEABOURNACADEMY.CO.UK

WINNER

BEST Independent Agent

SPONSORED BY *Regent*
SEVEN SEAS CRUISES®

Magical Traveller



The Magical Traveller story is one of persistence. Despite the pandemic halting the initial launch, Kieran Eccles-Miller was determined to keep going and since relaunching in 2022, has reaped the rewards. Much of the growth of Magical Traveller can be attributed to the drive to create authentic, first-person content on social media, with a

mix of blogs, reels, long-form videos and a podcast. The podcasts achieved 2,000 downloads within 14 weeks of launching and reached number 40 on the UK and Australia Podcast charts for places and travel. At the halfway point of this year, Kieran was progressing well with Magical Traveller's targets and is well placed to grow even more in the future.



FINALISTS Harden Holidays • Paul Cranny Travel

WINNERS

BEST Retail Agent SPONSORED BY



Barrhead Travel

BarrheadTravel

Barrhead is celebrating a hugely successful year. In the last 12 months, it has seen bookings increase for cruise, with cruise now making up a significant portion of the overall business. It has also expanded its Cruise Academy, now featuring 15 dedicated cruise sessions, and its series of breakfast training now include cruise and destinations to boost agents' knowledge. In addition, a new incentive programme also means staff earn on everything they sell – ensuring that all cruise bookings are appreciated and rewarded.



FINALISTS Hays Travel

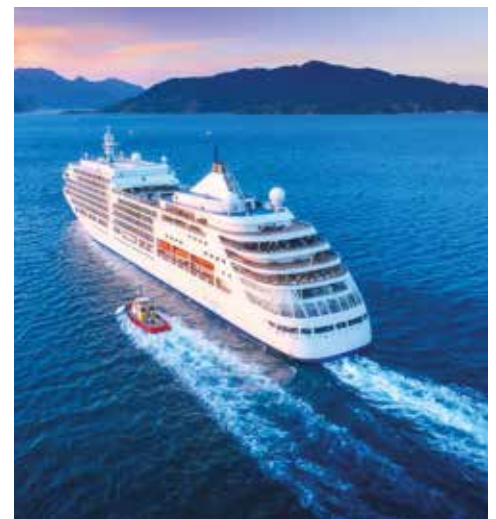
BEST Specialist Cruise Agent SPONSORED BY



Six Star Cruises

SIXSTARCRUISES
EST. 2009

Six Star Cruises has sought to build its personal concierge service to maximise customer relationships, and maintain and improve existing high levels of customer review scores across multiple channels. To support this, it has boosted its programme of face-to-face customer events and created a Concierge Service desk team to provide tailored customer support and concierge backup, alongside expanding its Six Star Cruises Elite loyalty programme. In addition, a new video studio has been utilised to create content using concierge presenters showcasing brand expertise, and expedition cruising has been given a push via new campaigns.



HIGHLY COMMENDED ROL Cruise – Another stellar year for ROL Cruise, which continues to provide first-class cruise knowledge to clients. It has recently focused on cruise and land tour packages for more exotic cruises to South America, Australia and India.

FINALISTS Bolsover Cruise Club • Mundy Cruising • Panache Cruises • Paramount Cruises • The Cruise Specialists

WINNER

BEST Family Cruise Line

Royal Caribbean International



At Royal Caribbean, family has and always will come first. For thrill seekers, there are slides, pools and splash parks, rock climbing, ice skating, surfing, ziplining, videogames, bumper-cars and more. For those looking to relax, there is the adults-only Solarium, Vitality Spa and plenty of spaces on board to curl up with a book or watch the waves go by. The line launched Wonder of the Seas in

Europe with a new Kids' Playscape and teen only area and boosted on-board activities on Explorer of the Seas with the addition of 'The Perfect Storm' – new duo waterslides. Excitingly, it has also launched a global partnership with leading gaming platform, Fortnite, to create 'Hide 'N' Sea' – a prop hunt game taking place on two of Icon of the Seas's new neighbourhoods, The Hideaway and Thrill Island.



FINALISTS A-Rosa • MSC Cruises • P&O Cruises

WINNER

BEST Value-for-Money Cruise Line

P&O Cruises



P&O Cruises has proudly claimed it is “focused on redefining what cruising means for holidaymakers”. A key part of this mission has been reinforcing the message of what is included on all the line’s itineraries. According to the figures, a large percentage who responded to an ad survey based on its ‘More holiday for your money’ messaging, felt that

they could get more holiday for their money with P&O Cruises. Its 2022/2023 wave marketing campaign focused on the consistent messaging of ‘so much is included’, conveying how much more guests can get on a P&O Cruises holiday and to position its holidays as ones that can compete with, and surpass, land-based options for value for money.



FINALISTS Ambassador Cruise Line • Marella Cruises • Saga



Savor the Seas

WITH GLOBAL FRESH FISH

At Holland America, culinary excellence goes beyond the plate. Our new **Global Fresh Fish Program** features more than 80 varieties of fresh fish from across our worldwide network of 60 ports. From Alaska halibut in Juneau to New Zealand green-lipped mussels in Dunedin, we source only the freshest seafood directly from the port to guests' plates.



To book your clients on a Holland America Line cruise, visit POLAR
Online via **GoHAL.co.uk** or call our team at **0344 338 8609**.



WINNERS

BEST for Solo Travellers

Riviera Travel



When looking at the numbers, it's clear to see why Riviera Travel has come out on top in this category. Over the last 12 months, huge numbers of solo guests have travelled with the operator. The reasons for this are varied. Riviera has offered 10 per cent of cabins on river cruises with solo occupancy rates, and was the first river line to offer regular, exclusive full-ship solo-only cruises; it now has seven itineraries available. On top of this, escorted tour itineraries were offered with no single supplement and separate marketing campaigns for solo guests and special events across the UK are boosting awareness.



FINALISTS Fred Olsen Cruise Lines • Just You • Norwegian Cruise Line • Saga • The Majestic Line • Virgin Voyages

BEST Specialist Cruise Line

SPONSORED BY

CRUISE
PLUS

Unforgettable Croatia



Unforgettable Croatia – part of the Unforgettable Travel Company – is hyper specialised in every sense of the word. The company has grown to become the largest luxury small-ship cruise company in Croatia, operating five small vessels. In 2022, 91 seven-night sailings departed between May and October, via 10 itineraries, on 170ft ships carrying up to 38 guests. It's the small, personal touches that matter to Unforgettable Croatia. For example, each guest receives a handwritten thank you card for booking, plus an eye-catching welcome pack, and its buy local ethos means that all food and wine is sourced via local island communities the ships visit.



FINALISTS Fred Olsen Cruise Lines • Seabourn • Star Clippers • The Majestic Line • Windstar Cruises

WINNER

BEST Premium Cruise Line

Ponant



Guests sailing on Ponant can expect a refined experience on ships that are designed to minimise the impact on the environment. Le Commandant Charcot, described as the world's only luxury icebreaking vessel, incorporates the latest green technologies, such as wastewater treatment, while the interior design aims to offer optimal comfort and refinement but to also establish a dialogue between

the interior of the ship and the surrounding environment. In the first three months of 2023, Ponant posted its best quarterly results for bookings since the company was launched 35 years ago, smashing its previous record. The line's focus on once-in-a-lifetime adventures, coupled with a first-class experience on board, mean Ponant is well placed to boost awareness and introduce the brand to more cruise customers.



FINALISTS Holland America Line • Saga

WINNER

BEST Expedition Cruise Line SPONSORED BY 

AE Expeditions (part of Aurora Expeditions)



AE Expeditions has long been considered one of the foremost expedition cruise lines, but things up have gone up a notch in 2023 to ensure it remains the leader in life-changing, sustainable and respectful small-ship expeditions to the world's most remote natural environments. In February, the operator held the Antarctic Climate

Expedition, led by Dr Sylvia Earle, on which 117 passengers, aged from 12-88, contributed to eight climate resolutions formulated to achieve net zero aims by 2035. It has also introduced kayaking, camping and more to its Antarctica programme and is the only operator to offer polar diving and a regular Shackleton's Crossing experience.



FINALISTS Ponant • Seabourn • Swan Hellenic • Quark Expeditions

WINNER

BEST Luxury Ocean Cruise Line SPONSORED BY 

Seabourn



In what is a hotly contested category, Seabourn comes out on top as Best Luxury Ocean Cruise Line thanks to its attention to the fine details and consistent drive to improve year on year. It has invested in new entertainment, Seabourn Conversations and themed cruises, including wine, garden and Royal

interest holidays. The line continues to harness the world's experts in ship design, cuisine, enrichment and exploration, and has committed to demonstrate all of its luxury to more agent partners than ever before, through a programme of ship visits and fam trips.



FINALISTS Cunard • Regent Seven Seas Cruises

WINNER

BEST New Ship Launch

P&O Cruises (Arvia)



When it comes to ship launches, P&O Cruises' build-up campaign and subsequent launch of Arvia proved unbeatable. The naming ceremony was an impressive beachside live broadcast, with Arvia positioned offshore. Locations were linked via a 'first at sea' two-way broadcast, with hosts

and live audiences on the beach and on Arvia, creating one unified event. Olly Murs, Trevor Nelson and Sara Cox produced content pre, during and post event, while superstar Nicole Scherzinger acted as godmother to name the ship, with her social media presence helping to attract a new-to-cruise audience.



FINALISTS AE Expeditions (part of Aurora Expeditions) - Sylvia Earle • Antara Cruises - Ganga Vilas • Marella Cruises - Marella Voyager • MSC Cruises - MSC Euribia • Norwegian Cruise Line - Norwegian Prima

WINNER

BEST River Cruise Line

TUI River Cruises



In the space of two years, TUI River Cruises has firmly cemented its place in the river cruise sector, and that success is underlined with victory in this category. The line has enhanced its range of traditional guided activities to include immersive experiences and 'tickets and attractions'. This enables

guests to discover destinations at their own pace, through self-guided experiences like hop on tours, e-scooters by night and walking food tours. Flexibility and choice are key to the overall experience, with no set dining times, a range of local activities, acts and cuisine.



HIGHLY COMMENDED Riviera Travel – Riviera has recently introduced four 10-night European cruises, to take advantage of guest demand and offer more exploration time on land and added a Travel Concierge service, after acting on feedback that guests want more flexibility and choice, solidifying its place as a leading river operator.

FINALISTS APT & Travelmarvel • Saga

WINNER

BEST Luxury River Cruise Line

Uniworld Boutique River Cruises

UNIWORLD®
BOUTIQUE RIVER CRUISE COLLECTION®

Uniworld is well-known for its ultra-luxury cruises, but to push this message further than ever before it has increased its trade activity and enhanced its offering ashore with its Nights Out excursion programme. On the first point, it hosted 100 luxury

travel agents on a ultra-luxury showcase – the first event of its type in the industry, while night-time castle visits and special excursions such as private evenings in St Marks Basilica are providing a more immersive experience on every itinerary.



HIGHLY COMMENDED AmaWaterways – Guests can expect a pure luxury experience when sailing with AmaWaterways, on a fleet of refined ships featuring top-class cuisine and elegant accommodation. In 2024, the line will begin operations on the Magdalena river in Colombia.

FINALISTS APT & Travelmarvel

WINNER

BEST Ocean Cruise Line SPONSORED BY



Virgin Voyages



There's little doubt that Virgin Voyages has made quite an impact in its short history as a cruise line. Upon its launch, it very boldly set out to transform the ordinary cruise line experience into extraordinary. Its success in this category as Best Ocean Cruise Line proves it has been able to do just that. Core parts of the product include longer

stays and overnights at destinations, as well as more diverse entertainment and dining options, changing the on-board experience and attracting that longed-for demographic – new to cruise. Life on board combines the luxury of a yacht with the diverse options of a larger ship, resulting in an environment that inspires personal and experiential connection.



FINALISTS Fred Olsen Cruise Lines • Marella Cruises • MSC Cruises • Norwegian Cruise Line • P&O Cruises • Royal Caribbean International

GRAND PRIX AWARD

WINNER



RIVIERA HAS GONE ABOVE AND BEYOND FOR GUESTS AND TRAVEL AGENTS

What a year it has been for Riviera Travel. The operator has continued to provide excellent experiences on the rivers, while refining its ocean cruise programme, too. It has consistently gone above and beyond from both a guest and travel agent perspective, for example with special offers, such as adding a free Superior drinks package to all 2024 European river cruises, and creating a trade engagement committee to work more closely with agents to grow the river and touring market. Its laser focus on being trade friendly while offering first-class service on board and immersive itineraries, put it firmly at the front of the queue to capitalise on growing demand. Being named the Grand Prix winner is the perfect way to see in 2024 and celebrate its 40th anniversary.