

cruise

TRADE NEWS

GUIDE TO LUXURY CRUISING

**YOUR
ESSENTIAL
GUIDE
TO SELLING
LUXURY OCEAN &
RIVER CRUISES**

Select sailings

What's hot in the luxury
cruising sector



In association with CRYSTAL

Inspiration and advice to
boost your business

Get to know the Wave Awards Winner 2018: Best Adventure/Expedition Cruise Line



It may seem as though the entire world has been explored, however, genuine voyages of discovery are still possible. The 230-guest, state-of-the-art **HANSEATIC inspiration**, which will be launched in **October 2019 in Antwerp**, will be cruising not only in the **Arctic and Antarctic** but also in warmer water destinations such as **Cape Verde**, the **Great Lakes**, **South America** and **Amazon**, with numerous expedition activities and Zodiac landings. After almost a decade, we will be returning in the summer of 2020 to the **Great Lakes in North America**.



FOLLOW THE CALL OF ADVENTURE!

- **NEW as of 2019: HANSEATIC inspiration**
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- **Expand your horizons:** crew and scientists with worldwide expertise
- **Feel the thrill of expeditions:** on numerous Zodiac rides and landings
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- **Travel respectfully:** committed to protecting the natural environment
- **Enjoy magical moments as an explorer:** with highest standards in terms of service and facilities
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- **Inspired by nature:** innovative and inviting design concept
- **The freedom to choose:** creative cuisine, a spacious spa area and a wide range of sports activities – always with an ocean view

For further information, please see our website
hl-cruises.com/new-expedition-ships

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Welcome to the Cruise Trade News Guide to Luxury Cruising. Crystal is delighted to be sponsoring this guide – and I'm

sure that you'll find it a useful port of call when talking to your customers. Luxury cruising continues to go from strength to strength, with ocean and river ships of all sizes on order, including Crystal's own expedition yacht, Crystal Endeavor, and the first of our Diamond Class ocean ships, which launches in 2022. Many of you are already successfully selling luxury cruises but, whether you're a novice or a veteran, you will find this guide interesting, informative and a useful tool in learning about the luxury sector and what each of the cruise lines has to offer your clients.

Helen Beck, vice president, international sales & marketing, Crystal Cruises



Luxury and cruise holidays are perfect partners. With many ocean and river ships offering a wealth of premium features, your clients will be in the right environment to be suitably spoiled and pampered – which is why we've produced this supplement in association with luxury purveyor Crystal. Inside you'll

learn about what's hot in this lucrative sector and how to sell it with confidence, with invaluable tips from the experts. Other highlights include our feature on what defines luxury, and 10 of the best itineraries to sell to interested clients. All that's left is to pour yourself a glass of bubbly, put your feet up and enjoy...

Rebecca

Rebecca Barnes, editor, Cruise Trade News

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Your news

ON-BOARD DINING

Seabourn debuts new dining venue

Building on its culinary credentials, Seabourn is to unveil 'Earth & Ocean at The Patio', a sophisticated new venue for romantic candlelit dining.

The à la carte menu, developed by Chef Anton Egger, celebrates flavours rooted in authentic local foods from around the world. With its debut on board Seabourn Ovation in May 2018, this new dining spot will be fleetwide by spring 2019.

The menu changes daily, and diners can expect a distinctive culinary experience with an array of fresh, inventive dishes from around the world.

There will be Moroccan tagines, Chinese-style filled bao buns and a different finale course each evening, such as shareable oven-baked camembert or brie, paired with a pot of honey, Pommery mustard and toasted rustic bread.

The menu will be matched with distinctive table settings created in collaboration with ceramic artist Wynne Noble of Noble Plateware, handmade in the colours of earth and oceans.



ON-BOARD DINING

Nobu Matsuhisa joins Baltic cruise

Crystal Cruises has announced that renowned chef Nobu Matsuhisa will join Crystal Serenity's 19 June 2018 'Baltic Bliss' itinerary, from Stockholm to Dover. Planned for the sailing are special dinners, curated menus, book signings and other celebrations hosted by the master chef, whose Silk Road and The Sushi Bar (on Crystal Serenity) and Umi Uma (on Crystal Symphony) are the only Nobu restaurants at sea.

During the sailing, guests will have several opportunities to mingle with Nobu, while indulging in his signature cuisine.

Two Omakase (chef's choice) dinners will showcase Nobu's specialties, with one hosted in Silk Road prepared by Nobu and his personally trained chefs, including a signed copy of his cookbook.



In addition to these exclusive dining experiences, Nobu will host cooking demos, book signing sessions and sake tastings with Sake Master Hazu. Special programming will also include flower design classes with Nicolai Bergmann of the Flower & Design Studio in Tokyo.

REFURBS

Regent Seven Seas unveils new-look Mariner

Regent Seven Seas Cruises has completed a multimillion-dollar refurbishment with the redesigned Seven Seas Mariner.

In the final phase of a fleet-wide \$125 million refurbishment programme, the company has completed its bow-to-stern upgrade of Seven Seas Mariner. The ship will now match Seven Seas Explorer and provide a consistent look and feel. Seven Seas Mariner completed a 20-day drydock at Chantier Naval de Marseille, and has re-emerged with new culinary experiences, new suite designs, and renewed guest spaces.

The grand spiral staircase in the atrium features a new large-scale blown glass art installation designed by Canadian studio Tsunami Glass, creating a beautiful view from the glass elevators.



PARTNERSHIPS

PONANT's partnership with British Library

PONANT has partnered with the British Library on a new exhibition. *James Cook: The Voyages*, marks 250 years since James Cook's ship *Endeavour* first set sail from Plymouth. The exhibition features artworks, original maps and journals, including landscapes by expedition artists and local dignitaries.

This comes at a time when the French cruise line is launching a new class of ships, The PONANT EXPLORERS, small luxury expedition vessels designed to take passengers where others do not go. PONANT has also announced the order of two more ships in the series, bringing the number of new ships launched between 2018 and 2020 to six.



The Blue Eye Explorers lounge

OCEAN SHIPS

Crystal reveals design details for Endeavor



Luxe touches on Endeavor

Launching in 2020, *Crystal Endeavor* will be the largest, most spacious purpose-built polar class expedition yacht in the world. It will feature generous public spaces, a full-service spa and salon, and six restaurants including Nobu Matsuhisa's *Umi Uma*.

Crystal Endeavor's accommodation will be an industry game-changer, with the most spacious suites in expedition cruising and butler service for every suite.

100 suites will include two *Crystal Penthouse Suites*, eight *Penthouse Suites* and 90 *Deluxe Suites*. The larger of the two *Crystal Penthouse Suites* features a two-bedroom layout, while the other one-bedroom plan connects to an adjacent *Deluxe Suite* through an adjoining entry.

Crystal marked the steel cutting milestone for *Crystal Endeavor* in January and shared initial design plans for the yacht's public spaces in March. Details of itineraries and on-sale date are to be announced.

ENRICHMENT

Cunard launches inaugural literature festival

Cunard is inviting guests to join popular writers on board *Queen Mary 2* and set sail on its inaugural *Literature Festival at Sea*, in partnership with Cheltenham Literature Festival.

As part of Cunard's *Insights and Enrichment* programme, journalists and authors will be on board to provide a range of unique and inspiring events during this voyage in celebration of the written word.

The first names to be confirmed include bestselling novelists Sebastian Faulks and Victoria Hislop; journalist and broadcaster James Naughtie; American political satirist P.J. O'Rourke; and Pulitzer Prize-winning author Elizabeth Strout.

Angus Struthers, vice president of marketing at Cunard, said: "Guests will be able to wake up in the morning and listen to an inspirational poem or reading, join journalists at breakfast to review the morning's headlines or discover how to research their own novel."



QM2 gets literary...

NEW ITINERARIES

Silversea reveals Venetian Society cruise

Silversea has unveiled details of the cruise line's anticipated *Venetian Society* voyage in 2018. The *Venetian Society* is Silversea's loyalty programme; having cruised once with Silversea, guests automatically become members. The voyage is not only for Silversea's returning guests, but also introduces first-time guests to the community. Special enhancements will enrich the voyage exclusively for these members, including events, activities, receptions and privileges – both onshore and offshore. The cruise will be hosted by Fernando Barroso de Oliveira, the ambassador to the *Venetian Society* for Silversea's chairman.

Silversea's all-inclusive *Venetian Society* cruise will depart Monte Carlo on 9 October and conclude in Lisbon on 18 October 2018.



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*Queen Anne Suite and Queen Victoria Suite on Queen Mary 2 do not have balconies.



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Q&A

PETER SHANKS

We chat to Silversea's MD, UK & Ireland, Peter Shanks, to find out how the cruise line caters for the luxury market



What is the Silversea definition of luxury?

Today's luxury is defined by experience – at Silversea we define the travel experience by both our leadership in unique destinations and our leadership in on-board experience through our suites, our dining and the service we offer.

How do you differentiate yourself from your luxury competitors?

Leadership in destinations, with a choice of over 900 destinations worldwide and four expedition ships offering the very best in expedition cruising.

Would you say that luxury has changed through the generations and that makes that even harder to achieve?

Yes. There is so much more choice for consumers with the world becoming ever more accessible – Silversea has over 24 years of delivering luxury travel experiences and we are determined to continually build on our reputation. We focus on Baby Boomers and we are at the forefront of their luxury travel expectations. I think in terms of the quality of service you'd expect from your butler looking after you in your suite and the quality of the food you'd expect for dinner, as well as the service you'd expect around the ship, we need to make sure this appeals to the loyal guest as well as the first-time client. The challenge of finding new-to-cruise



Adventures on the ocean

clients is more of a marketing challenge than anything else. We know our Venetian Society members and we talk to them frequently. The difficulty is finding the first-timers.

Why should agents sell Silversea as the luxury cruise line to sail with?

Our expedition experiences are unique, our guests love what we do and become extremely loyal – plus we pay generous commissions on high-value holidays.

Are guests becoming harder to please?

Guest expectations will always be high and the bar is raised every year – it's our task to

stay one step ahead of their expectations and delight them across every aspect of their travel experience.

How well-placed is Silversea to capitalise on the growing interest in expedition cruising?

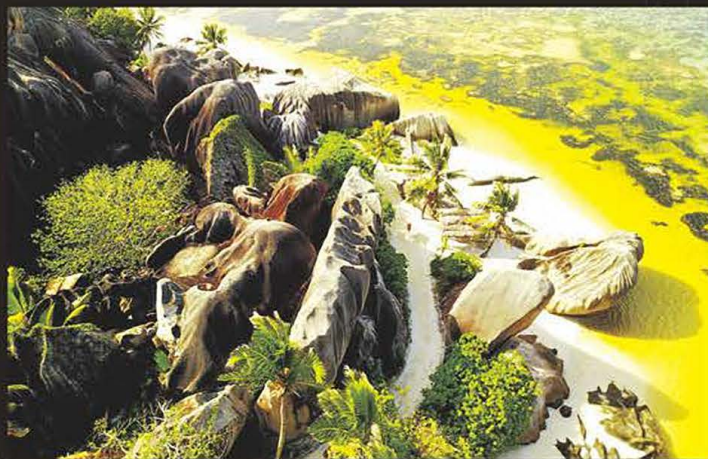
I think we're in the prime place. We visit over 900 destinations with our nine ships. Looking at expedition in particular, we've got four ships and we've been doing it a long time. The most important aspect of expedition cruising is having the expertise – and we've been doing it for 10 years. If you go on an expedition cruise with Silversea, the expedition leaders on board are experts in all those destinations. Guests can go out and do the adventurous part of expedition cruising during the day and return to the luxury at night. That's the unique selling point of Silversea.

How are you working with agents and partners to get them to spread the word?

I'm working with CLIA and a number of smaller, specialist cruise lines to make sure that we build the profile of expedition cruising in the UK cruise market, and we're certainly looking to do a lot of training. We've been sending agents on expedition cruises – whenever we have spare cabins available, we work with our travel agent partners to get some of their agents out on expedition ships so they can then tell the story. ●



Living the champagne lifestyle



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Hundreds of Destinations | Intimate Ships | Superior Service | Fine Dining | Italian Heritage

An expedition with Silversea luxury cruises is unlike any other form of travel – thrilling, awe-inspiring and humbling all at the same time.

It takes your clients to some of the most remote regions of the planet and shows them intimately. It is for the curious traveller who longs to see an orang-utan in the wild or what lies behind the next mountain ridge. But it's not just about wildlife or mountains. It's about your clients immersing themselves in the culture, landscape and habitat of a region with the help of experts who can illuminate all they see.

From the lush rainforests of the equatorial Pacific to the polar extremes at the very edge of the world, our expedition ships sail to hundreds of destinations in all seven continents.

No matter where they go, they'll enjoy a uniquely immersive experience, expanding their global perspective and prompting them to re-evaluate what really matters, all within the creature comforts your clients are used to.

For more information or for reservations please call 0207 340 0700,
visit silversea.com or email salesuk@silversea.com



SILVERSEA
EXPEDITIONS®

Refinement on the river

Walter Littlejohn, vice president and managing director of **Crystal River Cruises**, reveals what sets the brand apart in the premium sector, and who really creates the luxury experience on board



Luxury isn't defined by Crystal – it is defined by our guests. Luxury travellers have the means to go where they wish when they wish, and have varied preferences and expectations for the luxury experience. When they travel with Crystal they expect superlative cuisine, accommodation and personalised service – all things for which Crystal has set the industry bar for decades. Crystal's approach to providing a truly luxury experience is to anticipate, meet and exceed the individual wishes of travellers. Whether it's the extraordinary personal attention, butler service for every suite, superb, farm-to-table cuisine, plush onboard amenities, the largest suites in river cruising, expansive social spaces or the boutique elegant ambience, Crystal River Cruises offers a distinctively luxury experience.

Crystal River Cruises occupies a unique position in the marketplace, as the only true luxury river cruise line in Europe. The distinction lies in prominent innovations – our new river vessels are the industry's first and only all-suite, all-butler vessels in Europe, with every category of accommodation perched above the waterline – as well as finer nuances. Crystal's signature service is delivered with the highest staff-to-guest ratio in the industry, including private butler service for every suite category. Suites are the largest in the industry, with king-sized beds that face toward panoramic balcony windows, walk-in closets and dual vanities in the bathrooms. Additionally, guests can indulge in Crystal's Michelin-inspired cuisine in multiple, open-seating eateries.

River cruising is attracting a younger audience, many of whom are seeking more individual experiences that suit their styles and preferences. The average age of our river cruisers is lower than our ocean cruisers. This younger demographic is drawn to our modern, upscale-casual ambience and the lack of rigidity in our programming. The Crystal Collection of shore excursions – more than 200 of which are complimentary – are tailored into four categories that appeal to various elements of travel: culinary experiences, active/adventurous pursuits; personal connections with local residents; and cultural significance. Guests can further customise their experience with the "Design Your Time" option, with all details curated by Crystal.

Our seven-day river voyages continue to be very popular among luxury travellers and represent a broader commitment to Crystal's credo of offering numerous choices. These itineraries allow guests to combine sailings to enjoy the all-inclusive luxury holiday they've dreamed of, with the ability to stay at a five-star property before or after their Crystal River Cruise experience. No matter the length of the sailing, we ensure that each of our itineraries are comprehensive and enriching.

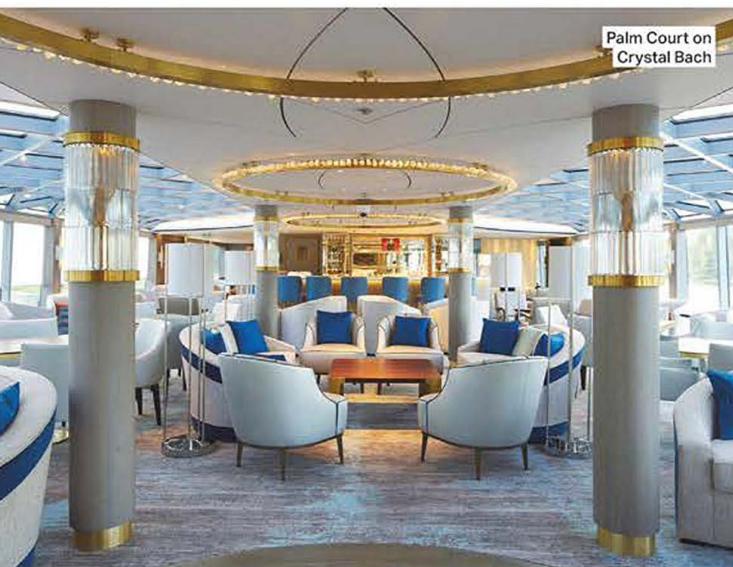
Like her newly-built sister ships, every detail of Crystal Ravel is thoughtfully designed to anticipate the wishes and conveniences of travellers. Crystal's acclaimed butler service is offered in every room category along with king-sized beds, panoramic balcony windows, walk-in closets and dual vanities in the bathrooms, ETRO robes and slippers, and

wall-mounted flat-screen HD TVs. In addition to the Crystal Collection of shoreside experiences, each river itinerary also features an inclusive Signature Event – special events that offer rare access and musical performances in iconic landmarks. To ensure that every detail of each experience is in line with Crystal's exacting standards of service, excursion group sizes are limited to 15 guests with transport via spacious coaches that include free WiFi.

European rivers continue to be the most demanded regions to explore, as there are nearly endless facets of each destination to pique one's interest. Luxury travellers are continuing to demand cruises in Central Europe which is why all five of our ships offer a range of itineraries on the Rhine, Danube, Main and the less-explored, most scenic river, the Moselle, through Germany, Austria, Belgium, the Netherlands,

Croatia, Serbia, Hungary, Slovakia and Switzerland. In each destination, guests continue to seek more ways in which to immerse themselves in the authentic side of the cultures. Crystal River Cruises offers more overnight stays and longer days in port to maximise guests' experience in each destination.

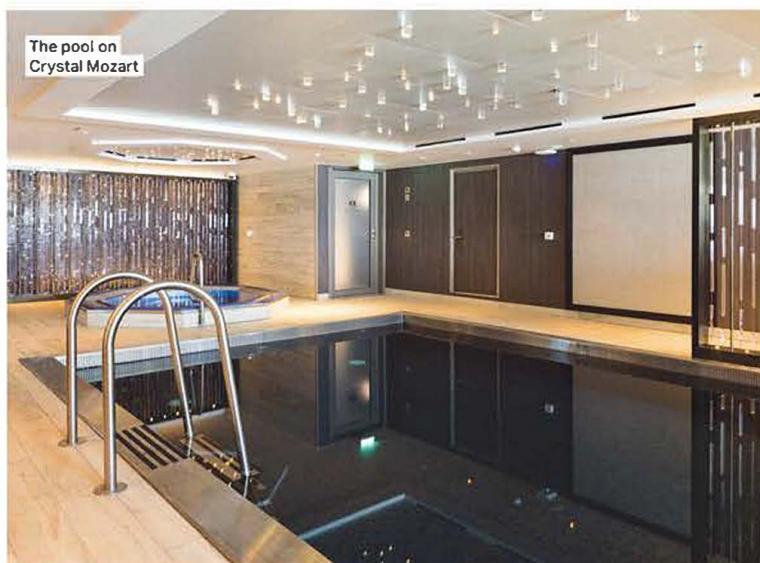
The personal attention to detail and genuine service of Crystal's expert crew simply cannot be matched by any other lines. As the World's Most Luxurious River Cruise Line™, Crystal River Cruises has completely reimagined the river experience, exploring some of the most enchanting destinations in Europe. We do this with the most spacious, state-of-the-art fleet of five all-suite ships boasting exceptional design and unparalleled all-inclusive amenities, all of which carry the hallmarks of the legendary Crystal Experience. ●



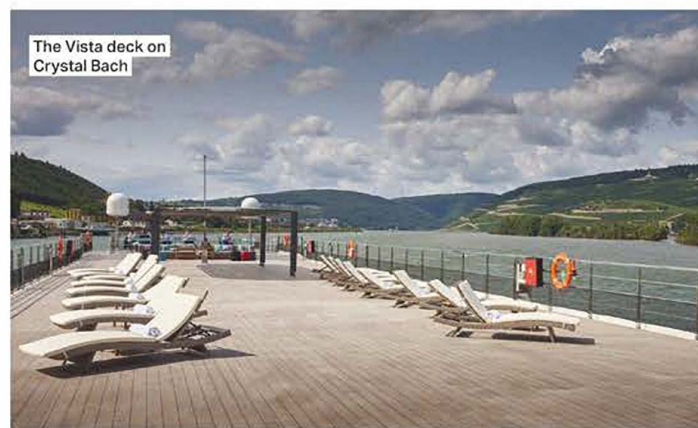
Palm Court on Crystal Bach



A Suite on Crystal Bach



The pool on Crystal Mozart



The Vista deck on Crystal Bach



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Fares are per person, cruise only in UK sterling based on double occupancy in an outside stateroom and include port, security and handling charges, which vary by departure. All fares, offers and itineraries are subject to change and availability and can be withdrawn at any time. Fares may fluctuate and should be used as a guide only. Prices may go up or down. You should contact us on 0207 399 7601 before booking, or visit our website www.crystalcruises.co.uk. The fares are available to new bookings only and are only available to UK & Eire residents. Restrictions apply. See crystalcruises.co.uk for complete terms and conditions of all offers. ©2018 Crystal Cruises, LLC. Ships' registry: The Bahamas.

What Defines Luxury?

Luxury cruising – what does it mean? Butler service? Exclusive tours? Fine dining? Read on to see what these cruise gurus think...

"My idea of luxury is finding myself in a situation where I am entirely comfortable and at ease"



"Luxury often goes hand in hand with super-plush, opulent surroundings, but to me it's more elusive than that. My idea of luxury is finding myself in a situation where I am entirely comfortable and at ease, where I can truly relax and feel looked after. That's what makes true luxury so hard to find, and I guess that's why I'm so at ease with my work with Star Clippers."

Fay McCormack, GM Star Clippers UK



"To me luxury is simply the best of the best, with elements of uniqueness and exclusivity, an experience that I can share and recommend to my friends, and service that makes me feel special and wow!"

Connie Georgiou, Silversea sales director, UK, Ireland, Middle East and Africa



"At Uniworld we define luxury as being about impeccable service, one-of-a-kind on-board accommodation, world-class dining and unforgettable shore experiences. Our butlers and on-board staff live by the motto 'no request too large, no detail too small'."

Chris Townson, MD, Uniworld UK

"Impeccable, discreet service, gourmet cuisine and on-board ambience are all key"



"For me, luxury is about experiences or products that will be treasured for a lifetime. In our sector, brands differentiate themselves by innovating and setting standards that others aspire to. It goes without saying that luxury cruise lines offer high-quality ships, but it is about more than the hardware. It is the passenger experience before, during and after their cruise that sets brands apart. Impeccable, discreet service, gourmet cuisine and on-board ambience are all key in creating true luxury."

Stuart Perl, MD, AmaWaterways

"Listening to the customer is key in order to find their perfect cruise"



"The important thing for agents to remember is that most people have different ideas of what a luxury holiday means. It might mean a sumptuous cabin with Egyptian cotton sheets, the freedom of all-inclusive board, the chance to step away from everyday life and switch off, or the chance to spend quality time with loved ones. Once you've ascertained what luxury means to your customer, then you can start to determine the best kind of cruise holiday to meet their personal definition. As always, listening to the customer is key in order to find their perfect cruise experience."

Andy Harmer, CLIA UK & Ireland director



"Luxury has a multitude of meanings but delivery boils down to a handful of key attributes – listening, learning, anticipating. I love hearing guests relate how their bartender served them once – and next time they visited his bar he was already preparing their drink, or how the waiter remembers your favourite ice cream flavour from when you last sailed. If guests have sailed with us before, we have what we need to ensure that their suite is set up with their preferred beverages and snacks – and their butler will likely have already booked a table in one of our speciality restaurants."

Helen Beck, VP international sales & marketing, Crystal Cruises



"Luxury means different things to different people. To me it means 'better than I have at home' in terms of accommodation, food and experiences. It doesn't have to be about the most attentive service ever – I would find that intrusive – but it does have to be about intuitive service where my needs are met. Customers aren't always looking for obsequious deference but the understanding that they need to be treated as individuals. Avoiding crowds, getting exclusive access, feeling comforted and, at a certain level, pampered, all add to that sense of luxury."

Giles Hawke, CEO Avalon Waterways, Cosmos, Archers Holidays



"Luxury is being able to indulge in comforts you would never expect in remote settings"

"As I get older and my travel habits get more defined, I seek world-class experiences that allow me to have a sense of place without sacrificing creature comforts. On board our boutique river cruisers luxury is defined by little touches – from cleaning everyone's shoes after excursions to cold towels during jungle walks. Luxury is being able to indulge in comforts you would never expect in remote settings."

Francesco Galli Zugaro, CEO & founder, Aqua Expeditions

"Luxury is about the little moments that enhance the whole experience"



"Luxury is about experiences and making memories, but these things are personal and unique to each individual. Celebrity Cruises' interpretation is about ensuring all aspects of the holiday experience are to the highest standard while also being relaxed and intuitive to guests' needs. The devil is absolutely in the detail. Luxury is about the little moments that enhance the whole experience." **Jo Rzymowska, Celebrity Cruises, VP & MD, UK & Ireland and Asia**



"For me, luxury is personal. It is subjective, all about what each individual wants from their experience. I believe that our on-board experience is unparalleled. Furthermore, we provide a personalised experience through OLife Choice, offering guests free WiFi and a choice of complimentary shore excursions, drinks package or on-board credit. With Oceania Cruises it really is Your World, Your Way."

Bernard Carter, senior VP & MD, EMEA, Oceania Cruises

Experience The Ponant Moment

10:45 am

62° 56' 27.35" S

60° 33' 19.35" W



PONANT, World Leader in Luxury Expedition Cruising

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 **PONANT**
YACHT CRUISES & EXPEDITIONS

Luxury cruising: what's trending

Everything from tai chi to the tsars, submarines to silent discos, Nordic spas to the Nile...



Beijing

Luxury land lovers

On a continual quest to enable guests to 'travel deeper', Silversea has launched a new collection of land programmes in nine unforgettable destinations.

Called Signature Land Programmes and led by Silversea's experience leaders, destinations include Iceland, Sri Lanka, the Great Lakes, in Canada, Bolivia, Nepal, Chilean Wine Country, Beijing,

Myanmar, and Vietnam.

"We are expanding our range of land-based experiences to unlock the world's authentic beauty for our guests," said Conrad Combrink, SVP of strategic development expeditions and experiences at Silversea.

Now open for sale on Silversea.com, the fully-inclusive experiences start from \$6,000.



Small ship sailing with Seabourn

Return to the Nile

It's been off the radar for several years but while the Foreign Office is still being slightly cautious about travel to Egypt, there are definite signs that it is creeping back into holiday brochures and itineraries. The legendary Nile is

Egypt's life source, one of the world's finest open-air museums. New for 2018, Riviera Travel is offering Nile itineraries including the 11-day Wonders of the Nile cruise, sailing from Cairo to Luxor on MS Darakum. Scenic also offers an 11-day tour, with a four-night

charter on Sanctuary Sun Boat 111 from Luxor to Aswan. The all-suite Viking Ra has an eight-day Nile cruise as part of Viking's 12-day Pharaohs and Pyramids cruise tour starting in Cairo. See gov.uk/foreign-travel-advice/egypt for the latest FCO travel advice.



Experiencing the authentic

Speaking at the CLIA Conference 2018, senior vice president of global sales and marketing for Seabourn, Chris Austin, told the audience that small is now beautiful. He described how the more discerning guest is actively seeking exclusive and authentic experiences, with extras such as early access to exclusive venues when on excursions.

He also emphasised the desire for curated, bespoke experiences both on board and ashore. "Know a client's passion points – luxury is having someone really listen to you. For agents, it's about giving the client what they want, become friends with them and know more about them than the competition," Austin said. ➤

Expedition cruising
can be luxurious...



Expedition cruising bookings explode

More people than ever before want to explore the world's remotest destinations. Helen Beck, vice president international sales & marketing at Crystal Cruises, says: "The all-suite, purpose-built Polar Class expedition yacht Crystal Endeavor will be the world's largest. In essence, we are creating an expedition yacht that takes the most appreciated elements of Crystal Cruises and enables guests to enjoy wonderful adventures from the comfort and luxury of their home from home." Luxurious touches include king-size beds, heated storage for drying parkas and spa-like bathrooms. Even James Bond would be envious of this 200-passenger vessel's accoutrements – two helicopters, two seven-person submarines and eight Zodiacs plus jet skis, paddleboard, wave runners, kayaks, multi-person ATV, snorkelling and scuba gear and a recompression chamber.

The adventurous approach

U by Uniworld offers activity-packed, culturally enticing immersive travel experiences. The company is developing the product offering to suit those drawn to city breaks, but who are yet to experience river cruising. More adventurous and active excursions include 'blokartering' – a type of land yachting – rock climbing and kayaking, alongside longer stays in city centres so travellers can explore the cities by night. "We're thrilled to introduce a whole new generation to river cruising," said Ellen Bettridge, president & CEO of Uniworld. "It's very exciting to see this vision come to life." On-board offerings range from yoga, silent discos and mixology to impressionist painting and wine classes. Immersive excursions include a Parisian street art tour and rock climbing in Bamberg, Germany.

Blokartering is a fun,
active excursion



Newcomers to the yacht scene

This year sees Scenic launching its first yacht, the 228-guest Eclipse, while sister yacht, Eclipse II is due to be welcomed to the world in 2020. Eclipse's maiden season will see the ship, which has butlers for all guests, sail around the world. Crystal Yacht Expedition Cruises' 62-guest boutique yacht, Esprit, above, will embark on an 'Arabian Nights Collection' of voyages through the United Arab Emirates, Jordan, Oman and the Holy Land from October to December 2019. The Ritz-Carlton Yacht Collection is set to launch its first ship in 2019. The 149 all-balcony suite vessel will offer top-notch accommodation and superb dining. Booking reservations opened in May.

Elegant dining as
standard





The Winter Palace



St Petersburg

Destination Russia

Tourism to Russia has been growing steadily over the past few years, and 2017 was a record year, with 34,000,000 international travellers visiting, according to the World Travel and Tourism Council. A major hurdle for tourists to Russia is the red tape involved in getting a visa. Cruise agents know the solution is quite simple: enter the country as a cruise ship passenger. The advantage of visiting Russia by cruise ship is that you don't need a visa, as long as you're on an organised tour. UK travellers are drawn to the country's rich history, with St Petersburg a top draw. The city's many treasures include the Hermitage Museum, part of the Winter Palace, home to the world's largest collection of paintings.

New life for old ships

Many existing ships have undergone makeovers in an attempt to remain competitive with newer vessels. One of the largest luxury cruise ships, the 922-passenger Crystal Symphony, underwent a dramatic redesign in

2017 with new penthouse suites and open-seating dining, aimed at luring younger, more laid-back cruisers. Likewise, Silversea's Silver Whisper and Silver Wind were also recently renovated. Silver Spirit, below, has been lengthened and updated with

new and revamped dining venues, a larger pool deck and an updated spa. Regent Seven Seas Cruises recently updated Seven Seas Voyager and Navigator, and has also completed a bow-to-stern refurbishment of Seven Seas Mariner. ●



A new era of cruising is closer than you think

There's just over a year to go until Spirit of Discovery takes to the oceans, while her sister ship Spirit of Adventure sets sail in 2020. They'll provide your customers with all the design cues, cuisine and levels of service of the world's finest boutique hotels. It promises to be a new era in British luxury cruising.

Each luxury boutique cruise will include:

- A return chauffeur service within 250 miles of the port
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- Speciality dining
- Wine with lunch and dinner
- Wi-Fi
- All on-board gratuities
- Shuttle bus at most ports, and much more.



Register for 2020 today

Our 2020 season will be packed with exciting new destinations and experiences. Encourage your customers to advance register today.



10 of the best... luxury cruise itineraries

Target your luxury-loving clients with these fabulous cruise options



1. South Pacific: Island hopping

Highlights: Discover atypical destinations in the heart of the Pacific with PONANT while sailing on mega yacht L'Austral from Tahiti to Easter Island. Far from the major maritime routes and one of the standout highlights of the trip, the Gambier Islands are amongst Polynesia's most unspoiled destinations. The islands are encircled by a coral ring, whose multicoloured lagoons are mesmerising. Sail to the Pitcairn Islands before arriving at intriguing Easter Island, dedicated to eco-tourism and famous for its mythic moai statues.

Who's it for? The bucket list ticker, clients interested in anthropology and those who prefer the path less trodden.

Who does it? ponant.com

Sell it: This voyage offers a treasure trove of sights and experiences. The Pacific islands are much less commercial and crowded than those of the Caribbean.



2. Scotland: Unrivalled landscapes

Highlights: Mysterious lochs, magnificent castles and timeless islands – Scotland offers an abundance of scenic splendour. Rocky shores play host to seals and herons, auburn deer roam hillsides, and skies boast birds you've probably never seen before, while the sea is home to porpoise, dolphins, minke whales and basking sharks. Disembark at Hirta, the largest island in the St. Kilda archipelago, take in a traditional tweed weaving demonstration in Harris and visit car-free island, Iona.

Who's it for? Traditionalists, fans of wildlife and history, and those who enjoy an on-board 'country house' atmosphere.

Who does it? hebridean.co.uk

Sell it: Ideal for clients who like to explore off-the-beaten-track places and do it in style! Hebridean offers top-notch service that's good enough for HM The Queen, who chartered it for a birthday.

SALES TIP

Luxury cruising comes in the form of ocean, river and niche line experiences. Know what type of luxury experience your clients like and match them with the right product; this can be full-on glitz or laid-back casual.





3. Cuba: Rum and rhythms

Highlights: Ice cream-coloured baroque buildings, vintage Cadillacs and bartenders conjuring up mojitos in time to the sounds of salsa – that's Cuba. Cubans are passionate about music and dancing, and effervescent capital Havana in particular is an explosion of live bands. SeaDream's Cuban itineraries will depart directly from Havana and Cienfuegos on Cuba's south coast from January to April 2019.

Who's it for? Those who relish cultural and historical locations, and fans of the Caribbean who want to try somewhere different.

Who does it? seadream.com

Sell it: With a maximum 112 guests to a 95-person crew, SeaDream's smaller vessels offer exceptional service in an intimate setting.

4. All at sea...

Highlights: Sailing from Sri Lanka to Limassol, Cyprus, means 10 glorious days at sea, including a day passage through the Suez Canal. On board the Europa 2 as part of the IN2BALANCE format, experts present innovative wellness methods and relaxation techniques, including yoga, burnout prevention, t'ai chi, shiatsu and interval training. Discover techniques to slow things down in today's increasingly stressful day-to-day reality while improving fitness, flexibility, strength and concentration.

Who's it for? Those who are overworked, stressed and in need of revitalisation.

Who does it? hl-cruises.com

Sell it: This voyage offers non-stop luxury, no distractions in the way of shore excursions and as much relaxation or exercise as your client wants.

5. Japan: The land of the cherry blossom

Highlights: Explore a volcano, visit a pearl farm, watch a taiko drumming performance and see how the Japanese produce one of their most popular beverages, Kirin beer. Delve into historic sights and trendsetting neighbourhoods while uncovering layers of Japanese culture. This has to be the ultimate Japanese cruise, starting in Osaka and finishing in Tokyo. You'll spend eight nights aboard elegant mega yacht Le Soleal and five nights at premier hotels.

Who's it for? Culture cravers and those who like active exploration at a robust pace while enjoying a luxury experience.

Who does it? tauck.co.uk

Sell it: Gratuities and Tauck experiences are included, as well as all-day complimentary beverages, including wine and spirits.



6. The world: Visit all seven continents

Highlights: Silversea's Silver Whisper will be the first ship to visit all seven continents on its World Cruise in 2020. Cruising history will be made when the ship sails to every corner of the earth on the 140-day trip. The vessel is the most intimate within the ultra-luxury segment to undertake a world cruise. Included in the price are business air travel, \$4,000 spending money per suite, unlimited WiFi, an expedition parka, laundry and medical services.

Who's it for? The curious, adventurous and travel pioneers. Those who can afford, both financially and from a time perspective, to take such a holiday

Who does it? silversea.com

Sell it: The ultimate trip – what could be better for clients celebrating an anniversary?



7. South America: New year, new cruise

Highlights: Clients can put a South American spin on celebrating New Year's Eve and welcome 2019 aboard Azamara's newest ship, Azamara Pursuit. Starting in Buenos Aires, they'll sail to Montevideo in Uruguay, where shore excursions include visits to see galloping gauchos and toe-tapping tango dancers. Visits to Sao Paulo, Parati and Buzios are also on the agenda before heading for Rio, famed for its magnificent 125-foot-tall Christ the Redeemer statue. Then it's time for fireworks and fun at Copacabana Beach to ring in the new year.

Who's it for? Fun lovers and adventure seekers of all ages.

Who does it? azamaracruises.co.uk

Sell it: It's a new ship and a new itinerary. What better way to see in the New Year?

8. Vietnam and Cambodia: Temples and paddy fields

Highlights: Discover Vietnam and Cambodia on a Mekong River cruise. Visit the Mekong Delta with its traditional floating villages where locals still practice rice paper making. Enjoy Siem Riep with its 11th-century Hindu-shrine-turned-Buddhist-temple Angkor Wat. Travel between temples by tuk-tuk, or cycle by the paddy fields.

Who's it for? Adventurous aesthetes who want to gain a deeper insight into South East Asia's culture and history.

Who does it? aquaexpeditions.com

Sell it: Aqua Expeditions cares about sustainable eco-tourism and this plays a critical role in preserving the region's cultural traditions and native wildlife.

9. Transatlantic and the Panama Canal: Sail in splendor

Highlights: Guests can book inaugural season itineraries aboard Regent Seven Seas Cruises' newest ship, the 750-passenger Splendor, launching February 2020. The first voyage is a transatlantic journey from Barcelona to Miami; this will be followed by a Panama Canal cruise. Jason Montague, president and chief executive officer of RSSC, said: "For Splendor's inaugural season we included voyages to destinations that are as extraordinary as the ship herself."

Who's it for? New and repeat guests who want the exclusive opportunity to be one of the first to sail on the fleet's newest luxury ship.

Who does it? rssc.com

Sell it: Encourage clients to book as far ahead as possible to get their preferred cabin type.

10. India: Captivating Mumbai

Highlights: Clients can discover the hubbub of Mumbai, formerly called Bombay, on one of a number of cruises with Seabourn. Mumbai is the fastest growing city in India and this rapid change brings to the fore the old and the new, creating a city of contrasts. Neck-straining skyscrapers complement ornate Victorian squares and energetic bazaars, providing a truly diverse experience.

Who's it for? Those who enjoy mixing modern city culture with a touch of authentic India.

Who does it? seabourn.com

Sell it: A luxury experience with something new to find round every corner.

How to sell the luxury ocean experience

Paul Beale, head of UK sales at Regent Seven Seas Cruises, walks you through selling this lucrative sector

What is your definition of luxury ocean cruising?

Being the world's most inclusive luxury experience on land or sea, we know that luxury is all about space, time and choice. We have the crew and facilities to look after our guests in totality, surpassing their expectations on board our all-suite, all-balcony fleet with superior space and service in opulent surroundings. And being truly all-inclusive with free shore excursions – unique to Regent – premium drinks, speciality dining, WiFi, flights and so much more, we also give our guests peace of mind; they don't have to worry about the bill at the end of the cruise, allowing them to indulge that little bit more if they choose to.

How does Regent support its agents to sell luxury ocean cruises?

Selling Regent offers the richest earning opportunity for travel agents, with commission cheques on the total holiday costs averaging over £1500 per booking. I urge travel agents interested in selling Regent to get in touch with our friendly sales team as it really could pay dividends for their business. We understand that our success depends on our travel partners and so we are always developing new ways to support, educate and train. Most recently we launched Marketing Central – a free suite of marketing tools that allow agents to create a range of marketing collateral, from personalised emails to point of sale. There are also agent training roadshows throughout the UK where agents can find out how to identify a customer who would appreciate Regent and how to sell ultra-luxury holidays.

What do you do on board to promote and enhance the luxury theme?

Every element of the on-board offering is dedicated to ensuring our guests experience luxury when it comes to space, time and choice. We have some of the highest space and crew ratios in the industry, meaning that we can deliver the



"If you have a guest looking for a true luxury experience, make sure you put them on a line that can deliver this"

service for which our brand is renowned – and that is the reason we have such high repeat passenger rates. Our guests have fantastic choice when it comes to dining in exquisite restaurants or relaxing in salubrious bars, where they will find queues and long waits do not exist. And there's always a seat at the theatre without needing to book, or a plush, double sun lounger available by the pool.

What is the biggest change to happen in luxury ocean cruising?

In July 2016 we launched Seven Seas Explorer, which redefined luxury at sea. Over 450 exquisitely designed crystal chandeliers, six million dollars' worth of art – including Picasso originals – and 45,876 square feet of marble are just some of the elements that take the ship to the next level. Since its launch we have elevated the whole fleet to the same level as Explorer with a 125 million-dollar upgrade which was

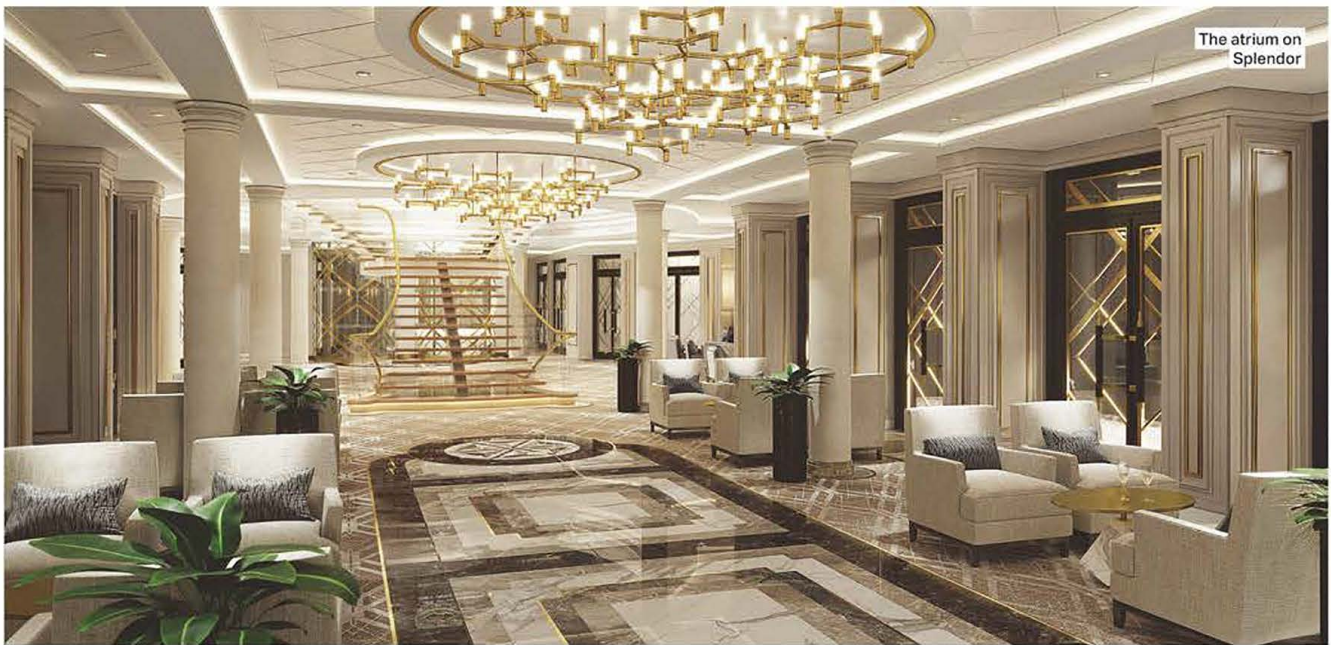
completed in March this year with Seven Seas Mariner. Now our guests will find the same level of unparalleled luxury, whichever Regent ship they sail on.

Are there any new developments?

Having raised the bar with Seven Seas Explorer, we are now going to perfect luxury with our new ship Seven Seas Splendor, launching in 2020. Taking our total fleet to five, Splendor is going to refine the luxury cruise experience found on Explorer with small touches such as opening up an al fresco eating and drinking area in the on-board café, tweaking the decor throughout the ship's public areas, and 375 luxurious suites. We have recently announced her inaugural season sailings, which are a fascinating and eclectic mix of voyages through the Panama Canal, the Caribbean, North America, the Atlantic and the Mediterranean.

What are your top tips for selling luxury ocean cruises?

It is incredibly important to know your customer. Booking a cruise is a very big decision for many people and you need to ensure you put them on the right brand and ship. This leads me on to my second tip which is to know the cruise product. There are dozens of excellent cruise brands and hundreds of cruise ships which are all unique, providing different experiences. If you have a guest that is looking for a true luxury experience, make sure you put them on a line that can deliver this, so do the online training and attend the roadshows; in other words, research as if it were your own money you were spending. Thirdly, make sure you are confident in the product. Regularly speak to the sales team – and speak to colleagues who have first-hand experience or who have sold the product before. At the end of the day it is your advice that the guest will follow, and you want to take every care so that they come back to you time and again and recommend you to their friends. ●



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†Applies to Penthouse Suites & higher.





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BARCELONA - MONTE CARLO | MONTE CARLO - ROME

How to sell the luxury river experience

Jamie Loizou, sales, marketing and digital director at AmaWaterways, explains how to successfully sell premium river cruises

What is your definition of luxury river cruising?

I unfortunately think the word 'luxury' is so overused and misused that no one really knows what it means anymore. With almost every cruise line saying that it offers luxury, how can customers and agents distinguish whether a particular product suits their needs? Price has become a distinguishing factor and it shouldn't be about the price – it should be about matching the right customer to the right product. That way, they have a better holiday and are more likely to return – both to the agent and to us.

Having said that, for me the luxury river cruise lines differentiate themselves in two ways. Firstly, it is about immersing customers in the destination. Our customers want to explore and we want to help them see the destination, the way they want. That could be by watching the world go by from the sundeck, or going on a guided excursion – or they may prefer to



"We don't invest money in advertising. Everything we do is with the intention of pushing sales to the trade"

grab a bicycle and set off on their own. We offer up to four complimentary shore excursions in every port of call, giving the luxury of choice to our guests to explore the way they want.

It is also about the levels of service and quality of food on board. We are proud that AmaWaterways is the first cruise line to have been inducted into La Chaine Des Rotisseurs, a gastronomic society dedicated to fine cuisine. Nowhere is this dedication to high-quality food more evident than in our Chef's Table restaurant. These small, intimate venues offer some of the best views from the ship and gourmet tasting menus with each course prepared in front of guests' eyes.

How does AmaWaterways support its agents to sell luxury river cruises?

We pride ourselves on being a trade-focused brand and as such are able to support the trade without distractions. We don't invest money in consumer >

The double-width AmaMagna launches in 2019



Gastronomic delights are served on board



advertising campaigns. Everything we do is with the intention of pushing sales to the trade. Seeing is believing! We are proud of what we offer and therefore believe that the best way to sell our product is to get agents to experience it first hand – up to 500 agents will travel with us during 2018. Not only do they gain knowledge about our programme, but they also get a better understanding of the value our customers get for their money and a sense of which of their customers would enjoy the experience we offer.

What do you do on board to promote luxury?

We don't do anything specific. We believe the product speaks for itself. Our high-quality ships (with their twin balconies), and our choice of dining and shore excursions, not to mention our service and on-board team, are what create a relaxed and welcoming ambiance across our fleet.

What is the biggest change to happen in luxury river cruising?

River cruising guests are getting younger and as such they are fitter, healthier and want more of a focus on wellbeing. We were the first river cruise line to offer a fleet of bicycles on board, and this year we are

Cruising the Seine



rolling out our wellness programme across six ships in Europe. On-board Wellness Hosts offer a variety of exercise classes and lectures. Our excursion programme also reflects our current customers' needs and, while there are some leisurely excursions available, we also offer more active options such as hiking and cycling.

Are there any new developments?

We are an innovator and a business that is always adapting to the changing needs of river cruisers. In 2019, we will be launching the double-width cruise ship – the

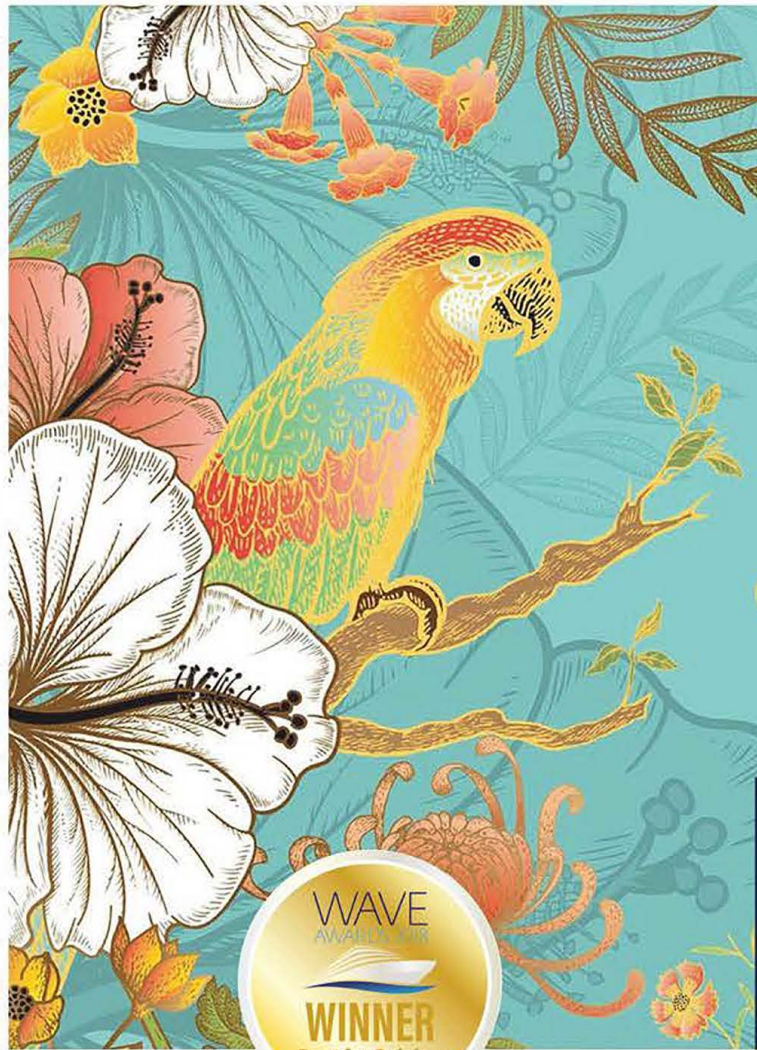
AmaMagna. She has been designed with the modern river cruiser in mind; she will be the same length as our other ships and yet, despite being double the width, she will only carry an extra 30 passengers. This extra space means that our staterooms will be bigger than ever and the public areas will also benefit, with a choice of four restaurants and a watersports platform.

What are your top tips for selling luxury river cruises?

Know your product: It is imperative that you choose the right product for the right customer. They will have a better experience on holiday and will come back to you for advice about their next holiday.

Know your customer: It is all very well knowing about the product, but if you don't know your customer, how can you match the two together?

Sample the product: If you get the opportunity to get on board, I recommend that you take it. There is no substitute for experience. Having first-hand knowledge of the service, the quality of food and the ambience of a ship is key. These are the areas which separate a luxury product from everyone else and you can't always get a sense of how ships compare from the images in a brochure. ●



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Oceania Cruises' 2020 *Around the World* voyage represents our most expansive focus ever on Japan with nine glorious ports of call, explores the secrets of unspoiled Africa, rounds both the Cape of Good Hope and Cape Horn and in another first for an Oceania Cruises global journey, showcases the breadth of Alaska from the Aleutian Islands to the Inside Passage. In addition, exclusive shoreside events will be held in Montevideo, Uruguay; Cape Town, South Africa; Rangoon, Burma; Hong Kong, China; and Kyoto, Japan. Quite simply, nothing quite like the 2020 *Around the World* voyage has existed before.

Marketing tools are available on our website via the Marketing Portal.
For brochures contact AgencySales@OceaniaCruises.com



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