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## **ABOUT THIS SOURCE BOOK**

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The Cruise Lines International Association (CLIA) is pleased to present this guide as a reference tool for journalists and professional researchers. The 2011 Cruise Industry Source Book profiles CLIA's 25 member cruise lines and contains general information about CLIA, its history and purpose.

Each cruise line profile features the names of company principals and spokespersons, with phone numbers and e-mail addresses. Also included are descriptions of each line's history and philosophy, as well as the destinations served by each company.

The Source Book lists CLIA member-line ships in two ways: by individual company and by ship. In addition, it provides the names and phone numbers of key contacts at the other North American cruise industry associations – the Florida-Caribbean Cruise Association, the North West CruiseShip Association and the Alaska Cruise Association.

The information contained in this guide was provided by the cruise lines and the associations. We welcome your feedback and appreciate hearing your comments.

If you need additional information on CLIA, please contact Lanie Fagan, CLIA's director of communications, at (754) 224-2202 or [lfagan@cruising.org](mailto:lfagan@cruising.org). Or, contact CLIA's public relations agency, M. Silver Associates, at (212) 754-6500.



## WHAT IS CLIA?

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The nonprofit Cruise Lines International Association (CLIA) is North America's largest cruise industry organization. CLIA represents the interests of 25 member lines and is engaged in travel agent training, research and marketing communications to promote the value and desirability of cruise vacations, and counts as members 16,000 North American travel agencies. CLIA also participates in the regulatory and policy development processes for the industry while supporting measures that foster a safe, secure and healthy cruise ship environment. In addition, CLIA features a structured Executive Partner program with important strategic cruise industry suppliers, shipyards, and ports.

“One Industry. One Voice.” Driven by continued growth in cruise vacations, the industry's two long-standing and preeminent trade associations, New York-based Cruise Lines International Association (CLIA) and Washington, D.C.-based International Council of Cruise Lines (ICCL), in 2006 formed an expanded organization incorporating the existing functions of both organizations. The merged organization, which uses the CLIA name, relocated to Fort Lauderdale, Fla., in January 2007 while maintaining a satellite office in Washington, D.C.

CLIA carries out objectives and activities on behalf of the collective membership. Senior management from member lines comprise executive, managing and marketing committees, and also numerous committees involving the operation of the CLIA vessels, such as environmental, technical & regulatory, and the Cruise Ship Safety Forum, which provide guidance and support for the association and its cruise line and travel agency members.

CLIA is consistently rated the most professional and effective organization of its kind for its support of the travel agency community and for the quality of its sales training programs. CLIA's training consists of classroom seminars, Internet-based courses and video training. The association's most comprehensive training is its *Cruise Counsellor Certification Program*, which requires agents to successfully complete compulsory courses and exams, attend cruise conferences and conduct ship inspections, among other activities.

In addition to its training programs, CLIA conducts extensive research and engages in strategic public relations and promotional activities that advocate cruise vacations. CLIA's extensive portfolio of research projects include a bi-annual Market Profile Study, which tracks changing cruise demographics and consumer trends; The Cruise Industry Overview, which covers growth statistics, market potential, vacation comparisons, cruise prospects, sources of business and North American port embarkations; executive reports covering passenger growth and capacity changes; and the annual North American Economic Study, which tracks and analyzes the cruise industry's continued growth and contributions to the U.S. economy.

CLIA established a Travel Agent Advisory Board (TAAB) in 2004 to enhance its educational training, marketing support and travel industry representation services. TAAB members serve a two-year term and include professionals from virtually every type of cruise-selling operation, from independent home-based retailers to regional brick-and-mortar locations to online agencies.

To further facilitate greater communication between its member travel agents and cruise industry officials, CLIA sponsors an annual conference, **cruise3sixty**, that combines the best elements of a travel show with educational and professional development programming, plus hands-on technology training and one-on-one appointments with cruise-line officials.

## FACTS ABOUT CLIA

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- A. CREATED:** July 7, 1975, by approval of the U.S. Federal Maritime Commission. The International Council of Cruise Lines (ICCL) merged with CLIA and adopted the CLIA name in January 2007.
- B. MEMBERSHIP:**
- 25 cruise lines that represent over 97 percent of the cruise capacity marketed in North America
  - 16,000 travel agencies and agent members
  - Approximately 100 Executive Partners, important strategic industry suppliers and ports
- C. MISSION:** To promote the value and desirability of cruise vacations while supporting measures that foster a safe, secure and healthy cruise ship environment
- D. OFFICE:**
- Cruise Lines International Association  
910 SE 17th St., Suite 400  
Fort Lauderdale, FL 33316  
Telephone: (754) 224-2200  
Fax: (754) 224-2250
- E. WEB SITE:** [www.cruising.org](http://www.cruising.org)
- Designed for consumer, travel agent and press inquiries, CLIA's Web site is considered the Internet's most comprehensive cruise travel resource.
  - Featured are profiles of member cruise lines, answers to the most-often-asked questions on cruising, a locator for names of CLIA-member travel agencies and travel agent associates, news releases on the latest news in the cruise industry, links to CLIA member lines and a destination guide showcasing hundreds of worldwide ports of call.
  - For media inquiries, a "Pressroom" contains news releases and industry statistics, plus an e-mail link to CLIA's PR team.
  - CLIA-member agencies have exclusive access to the CLIA Travel Agent Center which provides the latest training and sales information. Also, member agencies and associates receive a free listing and specialty profile in the travel agency locator section; this search feature enables consumers to find their nearest CLIA-member agency and certified *Cruise Counsellor*.
  - CLIA-member cruise lines and the Executive Partners have exclusive access to the CLIA Regulatory section, which provides information about upcoming events, as well as technical & regulatory information.

**F. KEY PERSONNEL:** Christine Duffy, president and CEO  
Robert Sharak, executive vice president, marketing and distribution  
J. Michael Crye, executive vice president, technical and regulatory affairs  
Eric Ruff, executive vice president, public policy and communications  
Capt. Ted Thompson, senior vice president, technical and regulatory affairs  
Thomas Cogan, director of training  
Bud Darr, director of environmental and health programs  
Stan Deno, director of operations  
Lanie Fagan, director of communications  
Robert Fuller, director, finance and administration  
Jim Smith, director of marketing  
Gaye Stewart-Loudis, director of membership

**G. PUBLIC RELATIONS  
AGENCY:**

M. Silver Associates Inc.

NEW YORK  
747 Third Avenue, 23<sup>rd</sup> Floor  
New York, NY 10017-2803  
Telephone: (212) 754-6500  
Fax: (212) 754-6711

## **PROFILE OF THE U.S. CRUISE INDUSTRY**

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The cruise industry is the fastest growing segment of the travel industry – achieving more than 2,100 percent growth since 1970, when an estimated 500,000 people took a cruise. Industry estimates are that 13.5 million people took a cruise vacation in 2009, with a total of 14.3 million passengers forecasted to sail in 2010.

But that's not all. CLIA reports that the cruise industry's total economic benefit to the U.S. economy was \$35.1 billion in 2009. The cruise industry generated nearly 314,000 American jobs, and direct spending by cruise lines and passengers on U.S. goods and services exceeded \$17 billion.

The cruise industry's growth is also reflected in its expanding guest capacity. Nearly 40 new ships were built in the 1980s and during the 1990s, nearly 80 new ships debuted. By the end of 2010, over 100 new ships were introduced since 2000, with seven new vessels on the way for 2011.

This strong growth has fueled the continuing evolution of the cruise vacation experience. Over the years, cruise lines have expanded itineraries to include more diverse ports of call and convenient embarkation ports and have also introduced innovative onboard amenities and facilities, including cell phone access, Internet cafes and wireless fidelity (Wi-Fi) zones, rock-climbing walls, bowling alleys, surfing pools, multi-room villas, multiple themed restaurants and expansive spas, health and fitness facilities that easily rival land-based options.

The cruise industry's commitment to adding new capacity is based on cruising's tremendous growth potential. Because only approximately 20 percent of U.S. adults have ever taken a cruise vacation, there remains an enormous untapped market.

Cruise lines cater to a diverse demographic mix. Cruisers average 46 years of age, with above-average (\$93,000) annual household income. Cruise vacations attract travelers from every state in the nation and from every province in Canada. The states producing the most cruise passengers are Florida, California, Texas, Massachusetts, New York, Pennsylvania, New Jersey, Illinois, Arizona and Georgia.

Ninety percent of all cruise vacations are booked through travel agents, and cruise sales account for more than half of all vacation sales among travel agents.



## **CLIA LEADERSHIP & COMMITTEES**

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### **Executive Committee**

#### **Chairman**

Howard Frank, Carnival Corporation & plc

Gregg Michel, Crystal Cruises

Christine Duffy, Cruise Lines International Association

Karl Holz, Disney Cruise Line

Richard Sasso, MSC Cruises

Kevin Sheehan, Norwegian Cruise Line

Adam Goldstein, Royal Caribbean International

Richard Fain, Royal Caribbean International

#### **CLIA Board of Directors**

Rudi Schreiner, AMAWATERWAYS

Charles B. Robertson, American Cruise Line/Pearl Seas Cruises

Patrick Clark, Avalon Waterways

Larry Pimentel, Azamara Club Cruises

Micky Arison, Carnival Corporation & plc

Howard Frank, Carnival Corporation & plc

Gerry Cahill, Carnival Cruise Lines

Daniel Hanrahan, Celebrity Cruises

Maurice Zarmati, Costa Cruise Lines N.V.

Christine Duffy, Cruise Lines International Association

Gregg Michel, Crystal Cruises

Peter Shanks, Cunard Line

Karl Holz, Disney Cruise Line

Stein Kruse, Holland America Line

Hans Rood, Hurtigruten

Richard Sasso, MSC Cruises

Kevin Sheehan, NCL

Bob Binder, Oceania Cruises

Richard Bailey, Paul Gauguin Cruises

Alan Buckelew, Princess Cruises

Mark Conroy, Regent Seven Seas Cruises

Richard Fain, Royal Caribbean International

Adam Goldstein, Royal Caribbean International

Pam Conover, Seabourn

Bob Lepisto, SeaDream Yacht Club

Manfredi Lefebvre d'Ovidio, Silversea Cruises Ltd.

Guy Young, Uniworld Grand River Cruises

Larry Kaye, Kaye, Rose & Partners, LLP (Executive Partner Representative)

Hans Birkholz, Windstar Cruises

### **Marketing Committee**

#### **Chairman**

Jan Swartz, Princess Cruises/Cunard Line

Bruce Rosenberg, AMAWATERWAYS

Charles Robertson, American Cruise Line/Pearl Seas Cruises

Paula Hayes, Avalon Waterways

Edie Bornstein, Azamara Cruises  
Lynn Torrent, Carnival Cruise Lines  
Dan Hanrahan, Celebrity Cruises  
Dondra Ritzenthaler, Celebrity Cruises/Azamara Cruises  
Maurice Zarmati, Costa Cruises  
William Smith, Crystal Cruises  
Ed Fouche, Disney Cruise Line  
Rick Meadows, Holland America Line  
Hans Rood, Hurtigruten  
Richard Sasso, MSC Cruises  
Andrew Stuart, Norwegian Cruise Line  
James Rodriguez, Oceania Cruises  
Diane Moore, Paul Gauguin Cruises  
Mark Conroy, Regent Seven Seas Cruises  
Vicki Freed, Royal Caribbean Cruises, Ltd.  
Adam Snitzer, Seabourn  
Gretchen Bell, SeaDream Yacht Club  
Stephen Tucker, Silversea Cruises  
Janice Tully, Uniworld Boutique River Cruise Collection  
Hans Birkholz, Windstar Cruises  
Jim Smith, Cruise Lines International Association  
Bob Sharak, Cruise Lines International Association  
Gaye Stewart-Loudis, Cruise Lines International Association

## **Florida-Caribbean Cruise Association (FCCA)**

11200 Pines Blvd., Suite 201

Pembroke Pines, FL 33026

Contact: Michele M. Paige, President

Tel: (954) 441-8881; Fax: (954) 441-3171

E-mail: [info@f-cca.com](mailto:info@f-cca.com)

Web site: [www.f-cca.com](http://www.f-cca.com)

### **Description of Services:**

The Florida-Caribbean Cruise Association (FCCA) is a not-for-profit trade organization composed of 14 Member Cruise Lines operating more than 100 vessels in Floridian, Caribbean and Latin American waters. Created in 1972, the FCCA's mandate is to provide a forum for discussion on legislation, tourism development, ports, tour operations, safety, security and other cruise industry issues. By fostering an understanding of the cruise industry and its operating practices, the FCCA seeks to build cooperative relationships with its partner destinations and to develop productive bilateral partnerships with every sector. The FCCA works with governments, ports and all private/public sector representatives to maximize cruise passenger, cruise line and cruise line employee spending, as well as enhancing the destination experience and the amount of cruise passengers returning as stay-over visitors. Some of the ways the FCCA works with our cruise-oriented destination partners include:

**Port Improvements** – The FCCA provides technical assistance on port expansion, including input on port and pier design and improvements and new services being planned.

**Research** – Research is conducted and provided to destination partners in an effort to create a better understanding of cruise passengers, improve the landside product delivery and maximize the benefits of cruise tourism.

**FCCA Outreach Program** – FCCA training seminars provide destination partners with valuable information regarding cruise passengers – their wants, needs and habits – enabling them to maximize the impact of cruise tourists in their country. The FCCA has two core training programs:

- *Service Excellence – Cruise Passengers Equal Profits:* A workshop on the importance of excellent customer service and the economic impact of the cruise industry. A happy guest not only spends more money, but will return again and again, thereby producing greater profits and converting cruise passengers into return stay-over guests.
- *Taxi Pride:* This presentation geared towards taxi drivers, tour operators and vendors providing ground transportation. This entertaining and informative workshop focuses on three main areas: courtesy, professionalism, marketing, rules and safety.

In addition, the FCCA has designed outreach programs per destination's requests, including, but not limited to, the following areas: Cleaning Beaches/Roads, Painting Schools/Hospitals/Orphanages, Hurricane Clean-Up, Visiting Elderly, Community Projects and Volunteering at Hospitals.

### **Associate Membership:**

The FCCA has designed a two-tier Membership program, the Platinum Associate Membership program and the Associate Membership program for destination partners and private organizations impacted by cruise tourism to cultivate an even closer, direct working relationship with the FCCA Member Lines.

### **FCCA Foundation:**

The FCCA Foundation provides a tangible mechanism for the cruise industry to fund a range of humanitarian causes in the Caribbean and Latin America region. In its 16 years of existence, the Foundation has impacted thousands of citizens by providing millions in funding to causes and charities throughout the region. Programs include:

**Holiday Gift Project** – The FCCA reaches out to the Caribbean and Latin American destinations by providing gifts to children in foster homes or institutions where holiday gifts would not ordinarily be possible. The gifts are delivered

on Member Lines' vessels to the destinations where the children enjoy a holiday party in their honor. In 2009, 31 destinations participated in the program, with over 7,000 children receiving holiday gifts.

**Children's Essay and Poster Competitions** – The FCCA orchestrates these competitions in order to further the education of the youth in the FCCA's destination partners by learning and thinking about their destinations' involvement in the cruise industry and allowing an opportunity for practical problem solving. There are junior (12 years and under) and senior (13-16) divisions, each receiving prizes of 1<sup>st</sup>-3<sup>rd</sup> place of 3,000; 1,500; and 1,000, respectively, for themselves and their schools, along with a \$200 award for every finalist submitted by their countries. The first place recipients also receive functions in their honor, and the essayists read their work in front of some of the industry's most important players at the FCCA Conference & Trade Show Opening Ceremony.

**Foundation Events** (*every penny raised going to needy causes in the Caribbean and Latin America*):

- *FCCA Online Auction* – This project, which takes place in December each year, is open to anyone with a valid email address. The auction allows guests to bid on items ranging from vacation packages, artwork, jewelry and sports memorabilia donated by cruise industry partners throughout the Caribbean and Latin America.
- *FCCA Gala* – The Gala was created by the Member Lines 16 years ago to enable cruise executives and industry partners to gather on a social level, establish new relationships and enhance existing ones. Attendees dine with the cruise executive of their choice, giving them the opportunity to foster a better relationship with their table host.
- *FCCA Golf Classic* – This annual Golf Tournament has become an important resource for meeting top executives in an exclusive casual atmosphere. Play in a foursome hosted by a Cruise Executive and contribute to a worthy cause.

### **FCCA Magazines and Publications:**

*Cruising Magazine* – Published quarterly, *Cruising* is the official magazine of the FCCA and cruise industry. It serves to educate and bring about an understanding of the cruise industry's inner-workings. With a distribution of over 18,000 magazines via the Internet and direct mailings, the *Cruising* offers advertisers optimal access to over 13,000 travel agents and the decision-makers in the marine operations, marketing and strategic planning departments of the major cruise lines, while also providing cruise executives and the Caribbean and Latin American public and private sectors with information.

- *The Highlight Issue* - Features a who's who in the cruise industry and contains cruise executive profiles, along with information on the FCCA Member Lines. As a valuable tool, the *Highlight Issue* is essential when dealing directly with the cruise industry.
- *Membership Directory* - The FCCA directory contains a complete listing of all FCCA Associate and Platinum members, as well as Cruise Line executives and all Ministers of Tourism within partner destinations.
- *Conference Program* and *Gala Program* - Delegates who attend these functions receive comprehensive programs packed with useful FCCA schedules, information and accomplishments.

### **FCCA Cruise Conference & Trade Show:**

For many cruise executives and destinations, suppliers and tour operators, this is the premier industry event of the year, an opportunity to meet in a roundtable format with key players to analyze industry trends and discuss current issues. The FCCA Conference brings together over 100 cruise executives and 1,000 industry partners. For 2011, the Conference will be held in San Juan, Puerto Rico on Oct. 3–7. As the FCCA proceeds into tomorrow, they will remain steadfast in their mission to create win-win partnerships between the cruise lines and cruise destinations throughout the greater Caribbean and Latin American region.

## **North West & Canada Cruise Association**

1111 W. Hastings Street, Suite 100

Vancouver, BC V6E 2J3

CANADA

Contacts: Donna Spalding, Director Administration; Natasha Manchester, Admin Asst.

Tel: (604) 681-9515; Fax: (604) 681-4364

E-mail: [nwca@nwcruiseship.com](mailto:nwca@nwcruiseship.com)

Web site: [www.nwcruiseship.org](http://www.nwcruiseship.org)

### **Description of Services:**

The North West & Canada Cruise Association (NWCCA) is as a non-profit association working on behalf of its member lines to build positive relationships and partnerships with communities, government agencies and businesses throughout the Pacific Northwest including Alaska, Hawaii, Washington State and British Columbia, in addition to ports in Quebec and Atlantic Canada.

In these regions NWCCA plays a leading role in:

### **Security**

Passenger and baggage screening and security at the Vancouver cruise ship terminals. NWCCA works with various U.S., Canadian and international agencies responsible for the establishment of security standards for passenger vessels. By working with these agencies through NWCCA, the industry ensures compliance with all international maritime standards established to maintain shipboard security.

### **Environmental Stewardship**

The cruise industry has incorporated strict waste management policies and practices into its operations to meet U.S., Canadian and international agreements. In working closely with the Environmental Protection Agency (EPA), the Alaska Department of Environmental Conservation (ADEC), the U.S. Coast Guard and Canadian Regulatory Agencies, the industry observes -- and in many cases exceeds -- international and national standards designed to protect the environment.

### **Government & Community Relations**

As an advocate for the member lines, NWCCA developments strong partnerships in the communities involved with cruise tourism, provides support for the work of local organizations to mitigate industry-related concerns and develop local opportunities. NWCCA supports economic and environmental studies related to the industry, and collaborates with government agencies to assure a workable regulatory environment.

The member cruise lines of NWCCA are Carnival Cruise Lines, Celebrity Cruises, Crystal Cruises, Disney Cruise Line Holland America Line, Norwegian Cruise Line, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean International and Silversea Cruises.



## **Alaska Cruise Association**

360 K Street, Suite 300

Anchorage, AK 99501

Contacts: John Binkley, president; Rod Pflieger, membership & community relations; Lalanya Downs, public relations; Michael Tibbles, government relations.

Tel: (907) 743-4529; Fax: (907) 743-4553

E-mail: [info@akcruise.org](mailto:info@akcruise.org)

Website: [www.akcruise.org](http://www.akcruise.org)

### **Description of Services:**

The Alaska Cruise Association (ACA) is an Alaska-based, not-for-profit organization, established to build strong partnerships between local businesses, communities and cruise companies. Led by lifelong Alaskan John Binkley, our goal is to work with businesses and public leaders to improve community relationships, increase economic benefits for Alaskans and address environmental concerns. Our job is to listen, to educate and to establish mutually beneficial relationships and opportunities.

### **Environment:**

From aggressive onboard recycling programs to utilizing the latest waste water purification technologies, Alaska cruise companies are committed to maintaining a safe and healthy environment. ACA members have invested millions of dollars to improve the environmental performance of vessels and have voluntarily adopted higher standards than those required by law. New technology such as smokeless gas-turbine engines, state-of-the-art wastewater management systems and cleaner burning, low-sulfur fuels are helping to eliminate waste and air emissions.

Alaska has some of the strictest environmental and safety regulations in the country. These are enforced by state and federal agencies including the Alaska Department of Environmental Conservation, U.S. Environmental Protection Agency, the U.S. Coast Guard and International Convention of Safety of Life at Sea (SOLAS) among others.

### **Operations:**

ACA members operate approximately 28 ships from May to October with departures from Los Angeles, San Francisco, Seattle and Vancouver. But unlike many destinations, Alaska's cruise business isn't limited to port communities. Cruise passengers in Alaska travel throughout the state on land-based tours or on their own, pre- or post-cruise. Cruise companies invest millions of dollars each year in land-based construction, equipment and infrastructure improvements.

The current member cruise lines of the ACA are Carnival Cruise Lines, Celebrity Cruises, Crystal Cruises, Disney Cruise Line, Holland America Line, Norwegian Cruise Line, Oceania, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean International and Silversea Cruises.



## CLIA MEMBER LINES

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As of January 1, 2011

AMAWATERWAYS

American Cruise Lines

Avalon Waterways

Azamara Club Cruises

Carnival Cruise Lines

Celebrity Cruises

Costa Cruises

Crystal Cruises

Cunard Line

Disney Cruise Line

Holland America Line

Hurtigruten

MSC Cruises

Norwegian Cruise Line

Oceania Cruises

Paul Gauguin Cruises

Pearl Seas Cruises

Princess Cruises

Regent Seven Seas Cruises

Royal Caribbean International

Seabourn

SeaDream Yacht Club

Silversea Cruises

Uniworld Boutique River Cruise Collection

Windstar Cruises



## **AMAWATERWAYS**

21625 Prairie Street

Chatsworth, CA 91311

(818) 428-6198; (800) 626-0126

Web site: [www.amawaterways.com](http://www.amawaterways.com)

### **Chief Executive(s):**

Rudi Schreiner, president

Kristin Karst, executive vice president

Jimmy Murphy, chairman

### **Chief Operations Executive:**

Jon Burrows, vice president, operations

### **Chief Business Development Executive:**

Ron Santangelo, vice president, business development

### **Chief Marketing Executive:**

Bruce Rosenberg, vice president, marketing

### **Sales Executive:**

Gary Murphy, vice president, national accounts

### **Public Relations Contacts:**

Ana Figueroa; (818) 428-6198; [ana@amawaterways.com](mailto:ana@amawaterways.com)

### **Spokespersons:**

Rudi Schreiner

## **Company Profile**

Award-winning AMAWATERWAYS provides luxurious, all-inclusive river cruise vacations on the great waterways of Europe, Russia, Vietnam and Cambodia. With an innovative product and rapidly-growing fleet of newly-built custom-designed ships, the line enjoys a well-deserved reputation as the leader in river cruising. In 2011, AMAWATERWAYS will operate 12 luxurious vessels, including eight on the Danube, Rhine, Main and Mosel rivers. Joining the fleet in 2011 is the spectacular *AMAVERDE*, the second AMAWATERWAYS ship to feature "Twin Balcony" staterooms, six different dining options and a heated outdoor swimming pool. In Russia, the line will introduce the newly-redesigned *AMAKATARINA*, and the brand-new *AMALOTUS* will debut on the Mekong, joining the elegant *LA MARGUERITE* in offering 7-night cruises through Vietnam and Cambodia.

## **Cruise Areas & Seasons**

**Winter:** Europe and Vietnam/Cambodia

**Spring:** Europe, Russia and Vietnam/Cambodia

**Summer:** Europe, Russia and Vietnam/Cambodia

**Fall:** Europe, Russia and Vietnam/Cambodia

## **Customer Profile**

AMAWATERWAYS appeals to a sophisticated, upscale clientele looking for an intensive cultural experience with the all-inclusiveness of a floating luxury hotel.

| <b>Fleet</b>     |            |         |
|------------------|------------|---------|
| NAME             | GROSS TONS | BERTHS* |
| ms Amabella      | N/A        | 161     |
| ms Amacello      | N/A        | 148     |
| ms Amadagio      | N/A        | 150     |
| ms Amadante      | N/A        | 148     |
| ms Amadolce      | N/A        | 148     |
| ms Amakatarina   | N/A        | 212     |
| ms Amalegro      | N/A        | 150     |
| ms Amalotus      | N/A        | 124     |
| ms Amalyra       | N/A        | 148     |
| ms La Marguerite | N/A        | 92      |
| ms Swiss Pearl   | N/A        | 122     |
| ms Amaverde      | N/A        | 161     |
| *Basis two       |            |         |

### **Cruise News to Use in 2011**

AMAWATERWAYS continues to lead the way in river cruising with its expanding fleet of custom-designed luxurious vessels. In Europe, the AMAWATERWAYS fleet includes the *MS AMABELLA* (2010); *MS AMADOLCE* and *MS AMALYRA* (2009); *MS AMADANTE* and *MS AMACELLO* (2008); *MS AMALEGRO* (2007) and *MS AMADAGIO* (2006). Each vessel features an array of amenities and complimentary extras you won't find elsewhere, such as: spacious staterooms with French balconies or revolutionary "Twin Balconies"; plush down bedding, marble-appointed baths; complimentary high-speed Internet and Wi-Fi; first-run hit Hollywood movies; complimentary wine, beer and soft drinks with dinner, gourmet dining in multiple venues (*AMABELLA*); nightly entertainment; complimentary small group shore excursions tailored to passengers' desired walking pace; guided bicycle tours and much more.

In 2011, AMAWATERWAYS will introduce *MS AMAVERDE*, sister ship to *MS AMABELLA*, in Europe; the *MS AMALOTUS* on the Mekong and the *MS AMAKATARINA* in Russia, bringing its total fleet to 12 luxurious vessels. With more than 20 different itineraries to choose from, the river cruise vacation of a lifetime awaits with AMAWATERWAYS!

## AMERICAN CRUISE LINES

741 Boston Post Rd., Ste 200  
Guilford, CT 06437  
(203) 453-6800 (800) 814-6880  
Web site: [www.americancruiselines.com](http://www.americancruiselines.com)

**Chief Executive:** Charles Robertson, chairman and CEO  
**Senior Marketing Executive:** Timothy Beebe, vice president, marketing  
**Senior Sales Executive:** Susan Shultz, director, sales  
**Public Relations Contacts:** Timothy Beebe, vice president, marketing  
(203) 453-6800; [beebe@americancruiselines.com](mailto:beebe@americancruiselines.com)  
**Spokespersons:** Timothy Beebe

### Company Profile

American Cruise Lines carries passenger to the best of America aboard the newest fleet of small ships in the industry. Traveling smooth inland waterways and magnificent rivers, destinations include the most historic, culturally unique and scenic areas in the United States. All departure ports are conveniently located near major airports, creating an easy and relaxing travel experience. And now, with the expansion to the Pacific Northwest in 2010 and to the Mississippi in 2012 passengers can experience the best of the American Rivers aboard authentic paddle wheelers *Queen of the West* and a brand new paddle wheeler currently under construction. With American Cruise Lines, passengers will discover the treasures that have made America a place of true beauty.

The onboard experience is as important as the onshore experience so American Cruise Lines takes special care in providing the best in service, accommodations, entertainment, dining, all in an elegant yet comfortable environment. Passengers can expect exceptional cuisine prepared by chefs who have extensive culinary credentials and training from some of the most prestigious culinary institutes. Carefully selected experts provide informal lectures, open discussions and activities that bring local history, nature and culture alive with their knowledge and passion for American heritage. These enlighteners, naturalists and historians also lead shore excursions while in port to give our guests behind the scenes tours of some of American's best-kept secrets and favorite treasures.

Passengers appreciate not only the personalized service that has become the hallmark of American Cruise Lines, but also all the advantages of the small ship cruise experience. They are well-traveled individuals looking for a destination-focused adventure where they will have the opportunity to explore the history, culture, natural scenery and wildlife of the unique ports visited. With no more than 120 guests onboard, passengers experience each port of call, up close and personal, all while enjoying the camaraderie of fellow travelers.

### Cruise Areas & Seasons

**Winter & Spring:** Florida, Georgia, South Carolina, North Carolina & Florida Keys

**Summer:** Maine, Massachusetts, Rhode Island & Chesapeake Bay (Maryland & Virginia), Columbia and Snake Rivers (Oregon & Washington)

**Fall:** Hudson River (New York), Chesapeake Bay (Maryland & Virginia), Columbia and Snake Rivers (Oregon & Washington)

## Customer Profile

American Cruise Lines attracts affluent and very well educated individuals who seek culturally and historically enriching experiences. They appreciate the intimate and relaxed country club atmosphere onboard small ships. Passengers are discerning travelers ages 50+ with a high net worth, well traveled, in the top 2% of the most affluent North Americans, who wish to visit the fascinating, close to home ports that large ships can't even dream of reaching.

| <b>Fleet</b>                     |            |         |
|----------------------------------|------------|---------|
| NAME                             | GROSS TONS | BERTHS* |
| American Glory                   | 1,300      | 49      |
| American Spirit                  | 2,000      | 100     |
| American Star                    | 2,000      | 100     |
| Independence                     | 2,300      | 104     |
| Queen of the West                | 2,500      | 120     |
| <b>NEW SHIP</b>                  |            |         |
| Mississippi Riverboat<br>(08/12) | TBD        | 140     |
| *Basis two                       |            |         |

## Cruise News to Use in 2011

- Brand new Mississippi paddle wheel ship currently under construction for delivery in August 2012. This ship will feature all of the latest technology in safety and comfort.
- *Queen of the West* expands its 2011 schedule operating on the Columbia and Snake Rivers in Oregon and Washington.
- American Cruise Lines rolls out a new commission program for its highly valued travel partners. Travel agents working with American Cruise Lines can now earn up to 13% commission on all individual commissionable bookings. The commission level starts at the standard 10%, and higher commissions can be earned by increasing the number of bookings per calendar year.
- During the months of July and August, *Lobster Festival* theme cruises will be offered on numerous *Maine Coast & Harbors* and *New England Islands* cruises.

## AVALON WATERWAYS

5301 South Federal Circle  
Littleton, CO 80123  
(877) 797-8791  
Web site: [www.avalonwaterways.com](http://www.avalonwaterways.com)

**Chief Executive:** Patrick Clark, managing director  
**Senior Sales Executive:** Paula Hayes, vice president, sales for the Globus family of brands  
**Public Relations Contacts:** Melanie Gravdal, E.D.A. Public Relations  
847.420.8808, [melanie@eda-pr.com](mailto:melanie@eda-pr.com)  
**Spokesperson:** Patrick Clark, managing director

### Company Profile

Award-winning Avalon Waterways offers travelers the youngest, most innovative fleet of ships in Europe, China, Egypt and the Galápagos. Our travelers have inspired us to utilize more than 80 years of travel expertise to design the best river cruise experience possible. We've taken everything special about river cruising and made it even better—down to the last detail. Our views are panoramic and spaces large and inviting; comfort is king and dining both personal and flexible. And, thanks to our partnership with Globus, our itineraries are legendary. Every element of the Avalon cruise experience on all of our ships has been specially engineered for today's cruiser. From contemporary ship decor and lighting to quality finishes, we haven't missed a single detail. Offering travelers rooms with incredible views is a "must" in river cruising, thanks to the awe-inspiring, natural and historic landscapes that float by. And, eighty-five (85) percent of our staterooms, fleet-wide, feature floor-to-ceiling windows and all of our public spaces offer sweeping scenics of each destination. In addition, our award-winning Avalon Deluxe Staterooms, standard throughout our fleet, measure 172-square feet (15 percent larger than the industry average), providing cruisers room to relax, unwind and take in the views.

While offering the best and newest ships in the industry is a great advantage of Avalon, it's not the only ingredient that makes our cruises unique. We tailor experiences too. It's not easy to be an expert on everywhere, and thanks to Avalon's relationship with Globus and 200 support staff on the ground in dozens of countries around the world, our cruisers are privy to the finest all-inclusive land programs available. We transform tourists into travelers and storytellers and help them truly experience each destination with guided sightseeing in every port (complete with headsets), daily port lectures, VIP access into key destinations, no waiting in lines and great cultural immersion, bringing history to life, thanks to highly skilled, 'best-in-the-business' Cruise and Tour Directors. Avalon Waterways has garnered some of the industry's most prestigious honors: Among them, the river cruise company was voted the No. 2 Best Small-Ship Cruise Line in *Travel + Leisure's* 2009 and 2010 World's Best Awards, chosen as the "Best Value in River Cruising" by *Arthur Frommer's Budget Travel* and featured in *Condé Nast Traveler's* 2009 and 2010 Gold Lists. Avalon Waterways is part of the Globus family of brands.

### Cruise Areas & Seasons

**March - October:** Europe (Seine, Saone)

**March - November:** Europe (Rhine, Rhone)

**April - October:** Asia (Yangtze)

**April - December:** Europe (Danube, Main-Danube Canal)

**May - October:** Europe (Moselle)

**Year-round:** Egypt (Nile), South America (Galápagos Islands)

### Customer Profile

Avalon Waterways appeals to seasoned travelers interested in a more intimate, all-inclusive vacation experience that couples the leisurely pace of a cruise with the experiential benefits of a land vacation. Our ships offer all of the personal touches American travelers look for in a contemporary hotel, providing passengers a home away from home while sailing along the waterways in the heart of dozens of countries worldwide. And, Avalon's award-winning land programs ensure that travelers come away having truly experienced the destination.

| Fleet             |            |         |                        |            |         |
|-------------------|------------|---------|------------------------|------------|---------|
| NAME              | GROSS TONS | BERTHS* | NAME                   | GROSS TONS | BERTHS* |
| Avalon Affinity   | N/A        | 138     | Avalon Tranquility     | N/A        | 170     |
| Avalon Creativity | N/A        | 140     | M/V Santa Cruz         | N/A        | 88      |
| Avalon Felicity   | N/A        | 138     | Royal Lotus            | N/A        | 144     |
| Avalon Imagery    | N/A        | 170     | Victoria Anna          | N/A        | 306     |
| Avalon Luminary   | N/A        | 138     | Victoria Jenna         | N/A        | 179     |
| Avalon Scenery    | N/A        | 138     | NEW SHIP               |            |         |
| Avalon Tapestry   | N/A        | 164     | Avalon Panorama (5/10) | N/A        | 166     |
| *Basis two        |            |         |                        |            |         |

## Cruise News to Use in 2011

### **INTRODUCING THE NEW AVALON PANORAMA SUITE SHIP**

In 2011, Avalon Waterways is unveiling the *Avalon Panorama*, the industry's **first "Suite Ship."** With this new vessel, Avalon is introducing a proprietary Panorama Suite<sup>SM</sup> design to maximize the river cruise experience. In addition to boasting 17 Avalon Deluxe Staterooms on the lower deck (measuring 172-square feet), the *Panorama* features 64 newly designed Panorama Suites, positioned on the top two decks, showcasing a full, 200-square feet of living space. This Suite space comes complete with a large seating area adjacent to a floor-to-ceiling, **Wall-to-Wall Panoramic Window** that opens wide at 7-feet. When open, the nearly 11-foot wide by 7-foot tall window transforms the entire Suite into the category's **first Open-Air Balcony<sup>SM</sup>**. With a focus on bringing the beauty of Europe inside, Avalon's Open-Air Balconies offer our travelers a fresh air, Panoramic Cruising experience complete with epic views, in every weather condition, without compromising room space.

### **AVALON WATERWAYS UNVEILS PREMIUM COMFORT ENHANCEMENTS, FLEET-WIDE**

In 2011, Avalon Waterways is revealing innumerable comfort-centered enhancements fleet-wide, including premiering **Comfort Collection by Avalon<sup>SM</sup>** – a bedding suite that provides travelers a **choice of pillows** as well as **orthopedic mattresses, high-comfort mattress covers, European-style duvets, Egyptian super-combed cotton linens, extra blankets and bed configuration options**. And, peering through the looking glass to determine additional improvements to enhance on-board experiences, Avalon has invested in luxury touch-points such as **L'Occitane toiletries and quality robes and slippers** in each room, fleet-wide.

### **ON THE MENU FOR AVALON IN 2011: FLEETWIDE "DINE BY DESIGN" ENHANCEMENTS**

In 2011, with help from its top European chefs, Avalon is reigniting its cruisers' culinary experience by unveiling a number of dining enhancements and selections. They include:

- Giving cruisers a choice of appetizer, salad, entrée, cheese and dessert
- Featuring local fare options at each meal
- Highlighting sustainable cuisine on French itineraries
- Providing cruisers more healthy options including low calorie, low sodium and glucose-free cuisine
- Introducing Night Fare, served at 10:30 PM to cap off each day with a treat

And, Avalon Waterways is adding even more selections for the "most important meal of the day" in 2011. In addition to providing travelers Early- and Late-riser breakfast options, next year, Avalon is adding complimentary sparkling wine and made-to-order egg stations to our robust breakfast buffet. And, our guests will also have the opportunity to order continental breakfast in their room and have drinks delivered to them throughout the day.

### **AVALON INSPIRES ART ENTHUSIASTS TO SAIL THROUGH NORTHERN FRANCE WITH NEW THEMED CRUISE**

Thanks to increased demand for "passion travel," in 2011, Avalon Waterways is expanding its popular wine-, music- and holiday-themed vacations to include a cruise designed specifically for art admirers. The award-winning river cruise line's new *Art & Impressionist* cruise will set sail on the *Avalon Creativity* in November 2011. Avalon's eight-day *Art & Impressionist* cruise is priced from \$2,349.

## AZAMARA CLUB CRUISES

1050 Caribbean Way  
Miami, FL 33132  
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Web site: [www.azamaracruises.com](http://www.azamaracruises.com)

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**Senior Sales Executive:** Edie Bornstein, vice president, sales and marketing  
**Public Relations Contact:** Tracy Quan, director, brand communications  
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**Spokesperson:** Tracy Quan

### Company Profile

Azamara Club Cruises is a destination-immersive cruise line for upmarket travelers who want to not only see the places and cultures they visit, but to live them. Azamara's two intimate, 694-guest ships, *Azamara Journey* and *Azamara Quest*, with a combination of 353 suites and staterooms, offer a boutique European hotel ambience with extraordinary service, fine cuisine and wines from around the world, and wellness and vigor programs, all while sailing to a host of destinations larger ships can't reach. Azamara Club Cruises sails in Europe, Asia, the Panama Canal, Transatlantic, and the less-traveled islands of the Caribbean, with more overnight and late-night stays in every region.

*Azamara Journey* and *Azamara Quest* offer concierge-style amenities, including fresh-cut flowers, fresh fruit, Elemis toiletries, use of Frette cotton robes, plasma TVs and plush European bedding. Also featured are world class spa treatments with the finest therapists and aestheticians. Aromastone therapy and body sculpting are just some of the many ways to be pampered onboard. For meals, guests will have a choice of one of two specialty restaurants: Mediterranean-influenced Aqualina and a stylish steak and seafood restaurant Prime C, the main dining room, or the casual dining venue. Most of all, with one staff member for every two guests, Azamara's personal service is unparalleled.

### Cruise Areas & Seasons

Azamara Club Cruises sails in Asia and the Panama Canal and exotic Caribbean in the winter of 2010-2011. In the summer of 2011, Azamara Club Cruises will sail in Europe, and in the winter of that year, *Azamara Journey* will sail the Panama Canal, exotic Caribbean and Sea of Cortez, while *Azamara Quest* will sail in Asia.

### Customer Profile

Azamara Club Cruises appeals to the upscale small-ship traveler interested in immersive destination experiences.

| Fleet           |            |         |
|-----------------|------------|---------|
| NAME            | GROSS TONS | BERTHS* |
| Azamara Journey | 30,277     | 694     |
| Azamara Quest   | 30,277     | 694     |
| * Basis two     |            |         |

## Cruise News to Use in 2011

- In July 2009, Azamara Cruises' parent corporation, Royal Caribbean Cruises Ltd., announced the appointment of Larry Pimentel to the newly created position of president and chief executive officer of Azamara Cruises, giving Pimentel responsibility for the strategic direction and leadership of the brand to ensure its continuous growth and success. In December 2009, the brand relaunched as Azamara Club Cruises.
- *Azamara Journey* and *Azamara Quest* offer an experience that focuses on destination immersion, extraordinary service, cuisine and wine, and wellness and vigor.
- Azamara Club Cruises will visit 140 ports in 50 countries in 2011, with itineraries featuring more overnight and late-night visits to allow guests to immerse themselves in communities and cultures.
- Azamara Club Cruises is delivering its signature experience of unique voyages, destination immersion, extraordinary service, fine cuisine and boutique wine, and wellness and vitality directly into the palms and desktops of up-market travelers. Azamara has re-launched its Facebook page and established a Twitter alerts and YouTube channel, all designed to engage guests and fans with the latest cruise line events and offerings and experience the Azamara product, even when they are not aboard an Azamara voyage.
- Playing off its heavy emphasis on fine cuisine, Azamara Club Cruises will expand its focus on wine to include vintages from boutique wineries around the world. Guests will have the opportunity to taste high quality wines that may be unavailable at home, because the selected vineyards produce a strictly limited quantity each year, distributed primarily locally. The featured wines will be offered complimentary at lunches and dinners on every sailing, to all guests.

## **CARNIVAL CRUISE LINES**

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Web site: [www.carnival.com](http://www.carnival.com)

**Chief Executive:** Gerry Cahill, president and CEO  
**Senior Marketing Executive:** Jim Berra chief marketing officer  
**Senior Sales Executive:** Lynn C. Torrent, executive vice president, sales and guest services  
**Public Relations Contacts:** Tim Gallagher, vice president, public relations  
Jennifer de la Cruz, director, public relations  
(305) 599-2600 or (800) 438-6744, ext. 16000 or [media@carnival.com](mailto:media@carnival.com)  
**Spokespersons:** Tim Gallagher, Jennifer de la Cruz

### **Company Profile**

Carnival Cruise Lines is the world's most popular cruise line based on passengers carried. The company has earned its leadership position by offering more of what consumers desire in a vacation – a wide variety of choices, and a fun, relaxed atmosphere, along with outstanding value and beautiful destinations – at one all-inclusive price.

Carnival is constantly developing new and exciting on-board experiences that cater to its wide-ranging clientele. Its newest ship, the 130,000-ton Carnival Magic, set to debut May 1, embodies the line's commitment to innovation with such unique spaces as the RedFrog Pub, a Caribbean-inspired watering hole featuring its own private label beer; Cucina del Capitano, a family-style Italian restaurant that brings the heritage of Carnival's captains to the table; and SportsSquare, an expansive recreation complex that will include the cruise industry's first-ever ropes course and outdoor fitness area.

Taking its spirited shipboard environment to another level, the line recently introduced two new popular activities – the fleetwide Punchliner Comedy Clubs, offering five 35-minute shows on multiple nights each voyage, including family-friendly and adult-oriented performances; and SuperStar Live, which allows guests to channel their inner rock star, performing with a live four-piece band and even their own back-up singers. Guests can select from more than 100 classic and contemporary hits spanning a variety of musical genres.

Carnival, the family cruise leader carrying 670,000 children annually, continues to upgrade its top-rated children's programs - Camp Carnival (ages 2-11), Circle "C," (12-14), and Club O2 (15-17), each offering expansive facilities, age-appropriate activities and highly trained staff.

The line also offers the widest variety of close-to-home departure points, including the only year-round cruise programs from Charleston, S.C., Jacksonville, Fla., and Mobile, Ala. This year, Carnival will operate from [20] North American homeports – the most in cruising – providing consumers with a convenient, cost-effective means for embarking on their "Fun Ship" cruise.

### **Cruise Areas & Seasons**

**Seasonal:** Alaska, Hawaii, New England, Canada, Panama Canal, Europe and Bermuda  
**Year-round:** Caribbean, Mexican Riviera, Bahamas

## **Customer Profile**

Carnival's "Fun Ships" offer an exciting, value-packed vacation experience that appeals to guests of all ages and backgrounds. With its distinctive shipboard ambiance, wide range of formal and casual dining options, captivating entertainment, and diverse activities, the line expects to carry a record 4.1 million guests in 2011.

| <b>Fleet</b>         |            |         |                               |            |         |
|----------------------|------------|---------|-------------------------------|------------|---------|
| NAME                 | GROSS TONS | BERTHS* | NAME                          | GROSS TONS | BERTHS* |
| Carnival Conquest    | 110,000    | 2,978   | Carnival Miracle              | 88,500     | 2,124   |
| Carnival Destiny     | 101,353    | 2,642   | Carnival Paradise             | 70,367     | 2,052   |
| Carnival Dream       | 130,000    | 3,646   | Carnival Pride                | 88,500     | 2,124   |
| Carnival Ecstasy     | 70,367     | 2,052   | Carnival Sensation            | 70,367     | 2,052   |
| Carnival Elation     | 70,367     | 2,052   | Carnival Spirit               | 88,500     | 2,124   |
| Carnival Fantasy     | 70,367     | 2,056   | Carnival Splendor             | 113,300    | 3,006   |
| Carnival Fascination | 70,367     | 2,052   | Carnival Triumph              | 102,000    | 2,758   |
| Carnival Freedom     | 110,000    | 2,974   | Carnival Valor                | 110,000    | 2,974   |
| Carnival Glory       | 110,000    | 2,978   | Carnival Victory              | 102,000    | 2,758   |
| Carnival Imagination | 70,367     | 2,052   | NEW SHIPS                     |            |         |
| Carnival Inspiration | 70,367     | 2,052   | Carnival Magic (05/11)        | 130,000    | 3,690   |
| Carnival Legend      | 88,500     | 2,124   | Carnival Breeze (spring 2012) | 130,000    | 3,690   |
| Carnival Liberty     | 110,000    | 2,978   |                               |            |         |
| <i>*Basis two</i>    |            |         |                               |            |         |

## **Cruise News to Use in 2011**

- Debut of new 3,690-passenger *Carnival Magic*, which is scheduled to enter service May 1, with a series of seven- to 12-day Mediterranean cruises from Barcelona then reposition to Galveston for year-round seven-day Caribbean service beginning November 14. *Carnival Magic* will offer a host of exciting on-board amenities, including the Caribbean-themed RedFrog Pub featuring its own private label beer, "Cucina del Capitano," an Italian restaurant that pays homage to the line's Italian lineage, and SportsSquare, an outdoor recreation area featuring the first-ever ropes course and outdoor fitness area on a cruise ship.
- Carnival will return to pre-Katrina capacity levels in New Orleans when the *Carnival Conquest* and *Carnival Ecstasy* reposition to the Big Easy to operate year-round in fall 2011. *Carnival Conquest* will launch seven-day Caribbean service from New Orleans Nov. 13, offering three different week-long itineraries. *Carnival Ecstasy*, which has undergone an extensive multi-million-dollar renovation, will operate four- and five-day western Caribbean voyages from New Orleans beginning Sept. 22. With these two ships, the line expects to carry 340,000 guests annually from New Orleans – more than any cruise operator.
- Dramatic expansion of Carnival's Bermuda cruise schedule in 2011, with 16 departures to the island from four popular eastern U.S. homeports -- Baltimore, Norfolk, Va.; New York and, for the first time, Charleston, S.C. Carnival will be the only cruise line offering Bermuda cruises from Charleston. The 16 Bermuda voyages -- the most the line has ever offered -- will encompass a variety of six-, seven- and eight-day cruises from April through November.
- New homeports for *Carnival Paradise* and *Carnival Inspiration*. *Carnival Inspiration* will reposition to Long Beach, Calif., for three- and four-day Baja departures beginning Dec. 19, while *Carnival Paradise* will be deployed to Tampa, Fla., on four- and five-day western Caribbean voyages beginning Dec. 12. To reposition to their new homeports, each ship will offer a 14-day Panama Canal voyage providing consumers with an attractive longer length cruise option, as well as the unforgettable experience of transiting the Panama Canal.

## CELEBRITY CRUISES

1050 Caribbean Way  
 Miami, FL 33132  
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 Web site: www.celebritycruises.com

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**Senior Sales Executive:** Dondra Ritzenthaler, senior vice president, sales  
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 (305) 539-6127; ejakeway@celebritycruises.com  
**Spokesperson:** Elizabeth Jakeway

### Company Profile

Celebrity Cruises offers comfortably sophisticated, upscale vacation experiences with highly personalized service, exceptional dining, and extraordinary attention to detail. Celebrity sails in Alaska, Australia/New Zealand, California, Canada/New England, the Caribbean, Europe, Galapagos Islands, the Pacific Coast, Panama Canal, South America and starting in 2011, Australia. The line also offers unique cruisetour vacations in Alaska, Canada, Europe and South America. Noted as the top mega-ship line in *Condé Nast Traveler's* annual Readers' Choice Awards (November 2009), Celebrity's fleet – including the new *Celebrity Eclipse*, *Celebrity Solstice* and *Celebrity Equinox* – will be joined by *Celebrity Silhouette* in 2011 and *Celebrity Reflection* in 2012.

Every Celebrity cruise is a multidimensional experience designed to reinvigorate the body, enrich the soul and strengthen the bonds that connect people to others and the world around them. From its Celebrity Life onboard activities program to the exotic AquaSpa by Elemis, from one of the world's largest corporate collections of original contemporary art to exceptional cuisine, from Riedel comparative wine workshops to an outstanding array of shore and land excursions to complement every cruise, it's little wonder that the readers of *Condé Nast Traveler* voted Celebrity ships among the world's 10 best again.

### Cruise Areas & Seasons

Celebrity Cruises sails in Alaska, Australia/New Zealand, Bermuda, the Pacific Northwest, Canada/New England, the Caribbean, Europe, the Panama Canal, South America and Australia. In addition, the line's 92-guest megayacht, *Celebrity Xpedition*, offers exotic travel experiences year-round in the Galapagos Islands. The line also offers unique land-tour vacations in Alaska, Australia/New Zealand, Canada, Europe and South America through its cruisetour affiliate.

### Customer Profile

Celebrity Cruises appeals to travelers age 35 and up with household incomes of USD \$125,000 plus. Celebrity guests are primarily U.S. residents, but growing percentages are from Canada, Europe and Latin America, as well.

| Fleet                   |            |         |                             |            |         |
|-------------------------|------------|---------|-----------------------------|------------|---------|
| NAME                    | GROSS TONS | BERTHS* | NAME                        | GROSS TONS | BERTHS* |
| Celebrity Century       | 71,545     | 1,814   | Celebrity Solstice          | 122,000    | 2,850   |
| Celebrity Constellation | 91,000     | 2,039   | Celebrity Summit            | 91,000     | 2,038   |
| Celebrity Eclipse       | 122,000    | 2,850   | Celebrity Xpedition         | 2,842      | 92      |
| Celebrity Equinox       | 122,000    | 2,850   | NEW SHIPS                   |            |         |
| Celebrity Infinity      | 91,000     | 2,050   | Celebrity Silhouette (2011) | 122,000    | 2,850   |
| Celebrity Mercury       | 77,713     | 1,898   | Celebrity Reflection (2012) | 122,000    | 2,850   |
| Celebrity Millennium    | 91,000     | 2,038   | *Basis Two                  |            |         |

## Cruise News to Use in 2011

- Celebrity Cruises has two new Solstice Class ships slated to be built: *Celebrity Silhouette* in 2011 and *Celebrity Reflection* in 2012. These will join the brand-new *Celebrity Eclipse*, which launched in 2010, *Celebrity Equinox*, which launched in 2009, and *Celebrity Solstice*, which set sail in 2008. The Solstice Class's new AquaClass<sup>SM</sup> category of veranda accommodations offers its guests unlimited access to the AquaSpa relaxation room and the Persian Garden, an exotic aromatherapy and steam room, as well as exclusive, complimentary dining in Blu, an intimate specialty restaurant. 85 percent of staterooms on the Solstice Class ships have verandas, and all staterooms are equipped with flat-screen TVs, smarter storage and closet space, spacious bathrooms, and plush European bedding. The ship offers wireless Internet access throughout. Celebrity's Solstice Class offers guests the opportunity to experience the first-ever at-sea hot glass studio, being presented in collaboration with the world-renowned Corning Museum of Glass. Solstice Class ships also feature The Lawn Club – real, growing grass in an innovative country club environment, where guests can play lawn games, practice golf putting, or simply feel the grass between their toes. The ships offer ten dining venues, three of which were designed by noted designer Adam Tihany, and original production shows created exclusively for each vessel in the class.
- *Celebrity Eclipse's* new specialty restaurant, Qsine, the brainchild of Celebrity Cruises Vice President of Culinary Operations Chef Jacques Van Staden, takes a modern and unprecedented approach to preparing some of the world's most popular dishes; its tagline is "uniquely unordinary." Qsine's mouthwatering menu is presented to each guest on individual iPad<sup>TM</sup> mobile devices while the dessert menu comes in the form of a colorful, moveable cube. Favorite dishes include spring rolls that are served in vertical springs, Sushi Lollipops (Nigiri sushi with soy center, wasabi mayonnaise and pickled ginger-radish salad) and the Meatball Trilogy (Kobe beef with cheddar and marinara sauce; veal with mushrooms and marsala sauce; and turkey with cranberry and sage gravy) among many other uniquely conceived and crafted items. The dishes are designed to allow guests to share with each other, sample several different selections and experience both new and favorite foods in an entirely fun and unexpected way.
- *Celebrity Eclipse* made headlines with the introduction of the first Celebrity iLounge, the Apple®-based internet café available to guests complete with MacBook workstations, a retail space featuring Apple products and accessories, and an enrichment center where certified staff present a variety of courses and offer guests tips on Mac and iPod® usage. At the Celebrity iLounge, cruisers can learn the ins and outs of operating the different computer programs available on an Apple computer, as well as iPod tips and tricks. Celebrity Cruises is the first Authorized Apple Reseller at sea.
- This summer, Celebrity Cruises introduced the industry's first self-guided art tours on an iPad mobile device. iPads on each Solstice Class ship house floor plans of every deck on the ship, with select works of art flagged. A guest simply touches the screen to select the work of art he or she would like to learn more about, and the screen transitions to full details about the piece, including the title of the work, artist's name, medium used, description and image. In addition to the art tour application, the iPads also present guests with the opportunity to explore digital versions of each Solstice Class vessel's in-stateroom art catalogs.
- In 2009, Celebrity launched a new onboard activities platform called *Celebrity Life*. The program aims to offer guests authentic, fun and engaging culinary/wine, learning/entertainment, spa/wellness and trivia/gaming experiences.
- At the end of 2010, *Celebrity Eclipse* arrived in South Florida from Europe, making the Caribbean her home for the winter. *Celebrity Eclipse* will sail seven-night and eight-night Eastern and Western Caribbean voyages roundtrip from Miami.
- Beginning in 2011, Celebrity Cruises will have 61 theme cruises that will focus on art, food and wine. Celebrity Cruises will continue its winning partnership with The Corning Museum of Glass and will offer "Guest Glass Artist" themed cruises on *Celebrity Eclipse* and *Celebrity Solstice*. As part of the popular "Savor Your Destination" program, Celebrity Cruises will bring up-and-coming guest chefs onboard. Celebrity will also offer five winemaker-hosted cruises where expert winemakers will host meet-and-greet cocktail hours, as well as wine, champagne and sparkling wine tastings.

## **COSTA CRUISES**

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Web site: [www.costacruises.com](http://www.costacruises.com)

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**Senior Sales Executive:** Scott Knutson, vice president, sales  
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**Spokespersons:** Maurice Zarmati

### **Company Profile**

With more ships, more sailings, more itineraries and over 60 years of experience, Costa Cruises is Europe's #1 cruise line. Vacationers can choose from 14 magnificent ships, including the *Costa Deliziosa* (February 2010), *Costa Luminosa* and *Costa Pacifica* (inaugurated simultaneously in June 2009). Featuring 350 year-round departures throughout Europe and more seven-night cruises in the region than any other cruise line, Costa guests can savor the breathtakingly beautiful ice-fringed fjords and history-rich cities of the Baltic and Russia, the romantic flavors of Italy, France and Spain, the ancient wonders of Egypt and Turkey, and the white-washed Greek Isles. Itineraries also visit the Canary Islands and trans-Atlantic voyages reposition the vessels between Europe and North America.

In addition to a full compliment of Europe voyages, Costa also features Eastern and Western Caribbean itineraries of seven nights from Fort Lauderdale aboard the *Costa Atlantica*. In this part of the world, the line offers vacationers a unique cruising experience of "Italy in the Tropics." From the first *Buon Viaggio* celebration to the last *Roman Bacchanal Parade*, the stage is set for a week of unforgettable fun. Vacationers will have a ball behind Venetian masks, then wrap themselves in togas and party like it's 99 (A.D.). The festive atmosphere of *Festa Italiana* provides an opportunity to let one's hair down while taking part in some of Italy's favorite pastimes, such as *bocce* ball, *tarantella* dancing and more.

Costa's breadth of product doesn't end there – the company also sails to South America, where it offers cruises from 6- to 19- nights to Brazil, Argentina and Uruguay. Costa was also the first cruise line to home port in Dubai and features two ships departing from the international locale in the 2010-2011 winter season, including *Costa Luminosa* and *Costa Deliziosa*, the latter of which was inaugurated in Dubai Feb. 23, 2010. In addition, the cruise line offers departures from 14- to 18-nights from Hong Kong, Shanghai and Singapore as well as 14-night itineraries from Mauritius with stops in the Seychelles and Madagascar aboard the *Costa Romantica*.

### **Cruise Areas & Seasons**

**Seasonal:** Eastern & Western Caribbean, South America, Bahamas, Russia, Fjords, Baltic and North Cape, Transatlantic, Red Sea and Dubai, and Indian Ocean.

**Year-round:** Canary Islands, Eastern & Western Mediterranean, Far East

### **Customer Profile**

Costa appeals to honeymooners, families and seniors. The Caribbean cruisers are 35+ with a household income of \$75,000+; European cruise travelers are 35+ with a household income of \$100,000, college-educated, well-traveled and more destination-oriented.

| Fleet           |            |         |                               |            |         |
|-----------------|------------|---------|-------------------------------|------------|---------|
| NAME            | GROSS TONS | BERTHS* | NAME                          | GROSS TONS | BERTHS* |
| Costa Allegra   | 28,430     | 800     | Costa Mediterranea            | 86,000     | 2,114   |
| Costa Atlantica | 86,000     | 2,114   | Costa Pacifica                | 114,500    | 3,000   |
| Costa Classica  | 53,000     | 1,308   | Costa Romantica               | 53,000     | 1,356   |
| Costa Concordia | 112,000    | 3,000   | Costa Serena                  | 114,000    | 3,000   |
| Costa Deliziosa | 92,600     | 2,260   | Costa Victoria                | 76,000     | 1,928   |
| Costa Fortuna   | 105,000    | 2,720   | NEW SHIPS                     |            |         |
| Costa Luminosa  | 92,600     | 2,260   | Costa Favolosa (summer 2011)  | 114,500    | 3,000   |
| Costa Magica    | 105,000    | 2,720   | Costa Fascinosa (spring 2012) | 114,500    | 3,000   |
| Costa Marina    | 25,600     | 776     |                               |            |         |
| *Basis Two      |            |         |                               |            |         |

### Cruise News to Use in 2011

- COSTA DELIZIOSA:** Costa's newest flagship features the most exclusive and innovative elements in the Costa fleet. Design accents the use of luxurious materials including Italian marble and granite, stucco applied by spatula using the "spatolato veneziano" technique as well as other decorative interior finishes such as "parchment scroll" lamé, refined Zebrano wood and Wenge timber, Murano glass, and stylish polished and glazed steel. The ship also features the award-winning Samsara Spa, complete with exclusive spa accommodations; a golf simulator, a Grand Prix race car driving simulator and PS3 areas on board, including on-demand PS3 games in cabins. The ship's atrium features a central work of art entitled "Sphere" by Arnaldo Pomodoro.
- THREE NEW SHIPS IN UNDER ONE YEAR:** Between 2009 and 2012, Costa will have launched five new ships worth an investment of €2.4 billion. Three of those ships – *Costa Luminosa*, *Costa Pacifica* and *Costa Deliziosa* – were launched in under one year. *Costa Favolosa* and *Costa Fascinosa* are scheduled for delivery in summer 2011 and spring 2012 respectively. The new ships are part of one of the largest expansion plans in the world. All ships will be built or have been built by Italian-based Fincantieri. When the last of these new builds comes into service, Costa will have increased its overall guest capacity by 50%.
- INCREDIBLE INNOVATIONS:** Costa's newest ships offer an array of incredibly innovative amenities, coined "C Wonders." These include Grand Prix race car driving simulators, the most accurate representation of F1 driving; golf simulators with more than 37 courses from which to choose, including such renowned courses as "Pebble Beach" in California; a 4D cinema, where touch, scent, sight and sound come together for a thrilling cinematic experience, and on *Costa Pacifica* stars-to-be can record their own songs in the ship's music studio or even take musical lessons from a true maestro.
- GREEN EFFORTS:** Costa has long been a strong advocate for the environment and issues a voluntary "Sustainability Report" available to the public at [www.costacruises.com](http://www.costacruises.com), which highlights efforts and results. All the ships in the Costa fleet have been assigned RINA (Italian Shipping Register) Green Star notation certifying that they are operated in compliance with the highest environmental protection standards. In addition, Costa Cruises is an official partner of WWF Italy for the protection of the Mediterranean Sea. In 2011, Costa will offer over 1,100 different excursions, including 240 eco-tourism excursions. These eco-excursions will be offered in every region visited by Costa with scenic trips to parks, oases, nature reserves and more. All programs minimize their impact on ecosystems and create economic opportunities for local communities. Costa was the only major cruise line to receive recognition in the 2009 Condé Nast Traveler "World Savers" Awards.

## CRYSTAL CRUISES

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**Senior Sales Executive:** William Smith, senior vice president, sales & marketing  
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**Spokesperson:** Mimi Weisband

### Company Profile

Crystal Cruises' reputation for excellence is grounded in more than a decade of prestigious accolades. In 2010, the luxury line was named, for an unprecedented 17<sup>th</sup> year, "Best Large-Ship Cruise Line" by the readers of *Condé Nast Traveler*, and for the 15<sup>th</sup> consecutive year, the "World's Best Large-Ship Cruise Line" by the readers of *Travel + Leisure* magazine, making it the only cruise line, resort or hotel to ever have achieved such a record. The ultra-luxurious *Crystal Symphony* and *Crystal Serenity* feature elegantly-appointed staterooms (most with private verandahs), an array of dining options (Italian and Asian alternative restaurants, including the only Nobu Matsuhisa cuisine at sea), award-winning entertainment, innovative learning centers, and state-of-the-art, Feng Shui-designed spa and fitness facilities.

### Cruise Areas & Seasons

- **Winter:** World Cruise, Panama Canal/Caribbean, South America, Mexican Riviera
- **Spring:** Northern Europe/North Cape/British Isles, Alaska, South & West Africa, Hawaiian Islands
- **Summer:** Western Europe, Mediterranean, Black Sea, Alaska
- **Fall:** Panama Canal, Mediterranean, New England/Canada
- **Holiday:** Caribbean, Panama Canal, Mexican Riviera, Canary Islands

### Customer Profile

Crystal Cruises' affluent multi-generational guests appreciate fine service, quality and attention to detail in all aspects of their experiences. Approximately 75 percent are from the United States and Canada and 25 percent are international, sophisticated travelers.

| Fleet            |            |         |
|------------------|------------|---------|
| NAME             | GROSS TONS | BERTHS* |
| Crystal Serenity | 68,870     | 1,070   |
| Crystal Symphony | 51,044     | 922     |
| * Basis two      |            |         |

## Cruise News to Use in 2011

### Highlights for 2011:

- **Two NEW seven-day Pacific Coast options**, sailing between Los Angeles and Vancouver aboard Crystal Symphony April 10 and April 17
- **110-day World Cruise from Los Angeles to London**, via the South Pacific, Australia and New Zealand, Southeast Asia, India, and Africa, available in seven segments from Los Angeles, Papeete, Auckland, Sydney, Singapore, Mumbai and Cape Town.
- **Maiden calls** in the Greek island of Kefalonia; Komodo, Indonesia; Koper, Slovenia; Fethiye, Turkey; Trabzon, Turkey; Golfo de Papagayo, Costa Rica; and Marigot Bay, St. Martin.
- **Return to West Africa** for the first time since 2001.
- **Return to Alaska: nine 12-day voyages round-trip from San Francisco**, for the first time since 2005.
- **Additional North Cape** opportunities to the **Polar Ice Cap** – two cruises in 2011.
- Every fall New England/Canada cruise includes **shipboard overnights in New York and Montréal**.
- **Final visit to Antarctica** – can be combined with South America cruises from and to Miami.
- **Overnight calls** in Ashdod and Melbourne, as well as Barcelona, Cannes, Istanbul, New York and others; **Double overnights** in Cape Town, St. Petersburg, Montréal, Yangon and Stockholm.
- **More than 80 possible combo cruises** throughout Europe without repeating ports.
- **Thanksgiving cruise roundtrip from Los Angeles** to the Mexican Riviera.
- **Christmas/New Year cruises** round-trip from Los Angeles (Hawaiian Islands) and Miami (Panama Canal).

### Crystal Adventures Ashore

- More than 1500 boutique Crystal Adventures ashore, with an expanded focus on active adventure – such as **Paragliding, hiking, ziplining, scuba diving, rafting and free climbing** in Italy, Croatia, Greece, Turkey, Spain, Russia, Sweden, Germany, Norway, Portugal, New Zealand and more.
- **Extreme Adventure options** including cage diving with great white sharks off South Africa's coast and training like a cosmonaut at Moscow's Star City.
- Expanded active and Wine & Food and one-of-a-kind "Extreme Luxury" Crystal Adventures.

### Culinary Highlights

- **Renowned guest chefs** aboard Wine & Food *Experiences of Discovery* cruises including Michael Mina, Heinz Beck and Jon Ashton.
- **New mixology curriculum added** to Wine & Food *Experiences of Discovery*, plus contests and classes on cocktails and pastries.

### Enriching Opportunities

- **Expanded wellness opportunities** on the 2011 World Cruise, with complimentary Pilates group reformer classes and targeted yoga instruction.
- **Ocean Views** panel discussions, featuring top experts debate current topics and events on select World Cruise segments.
- **New digital filmmaking course**, a comprehensive workshop led by BBC producer Michael Rosenblum.
- Crystal Visions Lecture Series, featuring **Creative Learning Institute** and **Cleveland Clinic** lecturers.

### Extreme Value

- Two-for-One cruise fares
- Complimentary air transportation on most cruises, plus Business Class air for penthouse guests in Europe
- Up to \$1,000 per person 'All Inclusive – As *You Wish*' shipboard credits on every sailing

### 2012 World Cruise:

- Rare Crystal route **round-trip from Los Angeles** departing January 18, 2012.
- **94 days around the Pacific Rim**, visiting 35 ports in five distinct segments with multiple overnight stays on Crystal Serenity's route through Hawaii, the South Pacific, eastern and western Australia, Indonesia, Southeast Asia, China, Japan, Russia, Alaska, British Columbia and San Francisco.
- **Inclusive three-night land program to Beijing**

## **CUNARD LINE**

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**Company Profile**

Only one name evokes the pleasures reminiscent of the Golden Age of Ocean Travel: Cunard Line. Proudly continuing a tradition that began in 1840, flagship *Queen Mary 2* offers luxurious amenities and accommodation. Maintaining the tradition of its Cunard and White Star Line predecessors, *Queen Mary 2* is the only ship offering regularly scheduled Transatlantic service between New York and Southampton, England. *Queen Victoria* offers the very best of the heritage and traditions of Cunard, along with some exciting innovations and at-sea “firsts” including private viewing boxes in the Royal Court Theatre, a *Cunardia* museum, fencing programme and a two-storey library featuring an elegant spiral staircase. *Queen Elizabeth* pays homage to the art deco décor period, and features related artwork and finishes throughout the ship. The ship also offers unique Cunard elements—such as The Verandah restaurant offering French cuisine, the Garden Lounge which will host evening supper clubs, the Games Deck featuring paddle tennis, bowls and croquet, and the first Fortnum & Mason shop. All Cunard ships feature the celebrated Queens Grills and Princess Grills accommodation and exclusive dining.

**Cruise Areas & Seasons**

- **Spring:** Transatlantic, Canary Islands, Iberia, Scandinavia, Baltic, Mediterranean, Europe, United Kingdom, United States
- **Summer:** Transatlantic, Mediterranean, Scandinavia, Baltic, Europe, United Kingdom, Canada & New England
- **Fall:** Transatlantic, Canada/New England, Caribbean, Mediterranean, Canary Islands, Iberia, Europe
- **Winter:** World Voyages, Canary Islands, Iberia, Caribbean, Panama Canal, Hawaii, Mexico, Europe

**Customer Profile**

Cunard Line caters to sophisticated, well-seasoned travelers who enjoy the finer things in life. The classic liners attract like-minded guests who enjoy the Cunard hallmarks of impeccable White Star Service, fine dining, sumptuous surroundings, civilized adventure and the legacy of historic voyages and Transatlantic travel.

| Fleet           |            |         |                |            |         |
|-----------------|------------|---------|----------------|------------|---------|
| NAME            | GROSS TONS | BERTHS* | NAME           | GROSS TONS | BERTHS* |
| Queen Elizabeth | 92,000     | 2,092   | Queen Victoria | 90,000     | 2,014   |
| Queen Mary 2    | 151,400    | 2,592   |                |            |         |
| * Basis two     |            |         |                |            |         |

## Cruise News to Use in 2011

### Queen Elizabeth's Historic Debut

Following the much-anticipated Royal Naming Ceremony by Her Majesty The Queen in October 2010, among *Queen Elizabeth's* many "firsts" was the first marriage proposal on board during her sold-out Maiden Voyage. Other surprises included a rousing performance by British singing icon Lulu in the Royal Court Theatre; and a *Cunard Insights* appearance by broadcasting legend Sir David Frost, who spoke to a packed theatre on "Interviews I Shall Never Forget." Ninety-eight percent of guests on board said they would recommend the new ship to a friend.

### "A Grand Celebration"

In 2010, Cunard launched "A Grand Celebration" programme comprised of milestone events that will continue into 2011. Events include the Line's inaugural appearance in the 122<sup>nd</sup> Tournament of Roses Parade on January 1; a rare *Cunard Royal Rendezvous* of all three Queens in New York on January 13 and another *Royal Rendezvous* with *Queen Elizabeth* and *Queen Victoria* in Fort Lauderdale on January 16; *Queen Elizabeth's* Maiden World Voyage; and a *Cunard Insights* appearance by the legendary Rona Barrett on *Queen Victoria's* February 17 Hawaii voyage.

### 122<sup>nd</sup> Pasadena Tournament of Roses Parade- January 1, 2011

Cunard Line appears for the first time in the world-famous Pasadena Tournament of Roses Parade on New Year's Day, 2011, 8:00am (PST). The Line's float, themed "A Grand Celebration at Sea," illustrates the fleet and depicts the ultimate sense of occasion on board to evoke this year's Rose Parade theme of "Building Dreams, Friendships and Memories." The float includes a big band orchestra and ballroom dancers bringing to life the Line's famed *Royal Nights Themed Balls*, along with the ships' signature Grand Lobby staircase, plus theatrical smoke rising from the signature black and red funnel.

### Cunard Royal Rendezvous – New York Harbour – January 13, 2011

Exactly three years to the day after Cunard welcomed a trio of its Queens in New York, this history-making event takes place again on January 13, 2011 when *Queen Mary 2*, *Queen Victoria* and *Queen Elizabeth* call on New York for another spectacular *Cunard Royal Rendezvous* that includes sail-away fireworks at the Statue of Liberty. This rare maritime event is only the second time in Cunard's 170-year history that three regal Queens have docked together in New York Harbour. Then, just three days later, on January 16, *Queen Victoria* and *Queen Elizabeth* rendezvous again in Fort Lauderdale during *Queen Elizabeth's* Maiden World Voyage and *Queen Victoria's* debut *Americas* Season.

### Rona Barrett – Cunard Insights – February 17, 2011

Guests sailing on *Queen Victoria's* February 17 Hawaii voyage during the ship's 2011 debut *Americas* season enjoy a very special *Cunard Insights* programme presented by Rona Barrett, recognized as the "first lady of entertainment news." Barrett will perform some of her current one-woman show, "Rona Barrett: Nothing But the Truth," which she created in support of The Rona Barrett Foundation on behalf of senior citizens in need. Guests will hear her up close and personal stories about some of Hollywood's most intriguing celebrities.

### 2011-2012 Voyages Programme

Flagship *Queen Mary 2* continues to offer her legendary *Transatlantic Crossings*, sailing 21 such voyages in 2011 between New York and Southampton, as well as to Hamburg. Additional *Queen Mary 2* itineraries include the Atlantic Isles and Iberia, Northern Europe, the British Isles, Canada & New England, and the Caribbean. *Queen Victoria's* 2011 season begins with her debut *Americas* season and then will include the Mediterranean, Canary Islands, Northern Europe, Ireland, France and Spain. *Queen Elizabeth* makes 52 maiden calls in her first full season in 2011, including her Maiden World Voyage, followed by sailings to the Mediterranean, the Holy Land, Baltic, North Cape, Atlantic Isles, and Canary Islands. *Queen Elizabeth* will have overnights in Amsterdam, Venice, New York and Quebec.

### 2012 World Voyages

In 2012 Cunard will celebrate its 90<sup>th</sup> anniversary of sailing World Voyages. The Line's newest ship, *Queen Elizabeth*, and flagship *Queen Mary 2* will sail these legendary voyages to a combined 60 ports across 33 countries. The 2012 World Voyages Programme will also feature overnight stays in Sydney and Hong Kong on *Queen Elizabeth*, and in Cape Town, Hong Kong and Dubai on *Queen Mary 2*. An additional highlight of the 2012 World Voyages Programme will be *Queen Mary 2's* first circumnavigation around Australia, featuring a total of 28 nights and two calls to Sydney, Fremantle, and Adelaide, along with maiden calls to Cairns, Darwin, Melbourne and Brisbane.

## DISNEY CRUISE LINE

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### Company Profile

Disney Cruise Line combines the magic of Disney with the lure of ocean travel. The Disney Cruise Line family focus allows families to reconnect, adults to recharge their batteries and kids to immerse themselves in worlds of fantasy only Disney can create. From theaters featuring live musical spectaculars, to luxurious spas for adults, to innovative children's activities rich with Disney storytelling, the Disney ships offer a unique vacation experience that every member of the family feels was created exclusively for them. Disney Cruise Line operates the *Disney Magic* and the *Disney Wonder*, with the *Disney Dream* and the *Disney Fantasy* debuting in 2011 and 2012.

The *Disney Dream* is scheduled to sail its maiden voyage on Jan. 26, 2011 and will continue with three-, four- and five-night cruises from Port Canaveral, Fla. to the Bahamas and Disney's private island, Castaway Cay.

The *Disney Wonder* will reposition to the West Coast in January 2011, sailing Mexican Riviera itineraries from Los Angeles, and first-ever Alaskan itineraries from Vancouver.

The *Disney Magic* will sail its traditional seven-night alternating eastern and western Caribbean itineraries from Port Canaveral, Fla. and return to the Mediterranean in the summer of 2011.

The *Disney Fantasy* will sail its maiden voyage on April 7, 2012, beginning seven-night alternating eastern and western itineraries from Port Canaveral, Fla., sailing to Grand Cayman, Costa Maya, Cozumel and Castaway Cay.

Eastern itinerary: St. Maarten, St. Thomas & Castaway Cay

Western itinerary: Grand Cayman, Costa Maya, Cozumel & Castaway Cay

### Customer Profile

Disney Cruise Line developed the blueprint for family cruise vacations. Disney's creative spirit and legendary service create extraordinary and personalized experiences that cater to the unique vacation needs of every family member.

| Fleet         |            |            |                       |            |            |
|---------------|------------|------------|-----------------------|------------|------------|
| NAME          | GROSS TONS | PASSENGERS | NAME                  | GROSS TONS | PASSENGERS |
| Disney Magic  | 83,000     | 2,700      | NEW SHIPS             |            |            |
| Disney Wonder | 83,000     | 2,700      | Disney Dream (2011)   | 128,000    | 4,000      |
|               |            |            | Disney Fantasy (2012) | 128,000    | 4,000      |

## Cruise News to Use in 2011

- When the *Disney Dream* debuts on Jan. 26, 2011, guests will begin embarking on innovation-infused journeys aboard a 4,000-passenger cruise ship where technology has been translated into eye-popping, jaw-dropping experiences – where activities, mealtimes and pastimes elicit smiles, giggles, “wows” and squeals of delight ... and occasionally will take your breath away. There’s a first-of-its-kind water coaster that sends guests racing above the upper decks of the ship. An animated turtle engages children in conversation about life in the ocean. Kids join Peter Pan on a virtual flight above London. On this newest ship of the Disney Cruise Line fleet, atrium “paintings” come to life. Guests in inside staterooms peer at a real-time view of the ocean outside. In a sophisticated lounge, the sun sets over the skyline of a different world-famous city each night.

The *Disney Dream* will sail alternating three- and four-night cruises from Port Canaveral, Fla., to the Bahamas and Disney’s private island, Castaway Cay. During summer months, the ship will alternate four- and five-night itineraries with two stops at Castaway Cay.

- For the first time ever, Disney Cruise Line will offer Alaskan cruises during a four-month season of seven-night sailings aboard the *Disney Wonder* in summer 2011. Combining the natural wonder and adventurous spirit of Alaska with the unparalleled, family-friendly experience provided by Disney Cruise Line, the *Disney Wonder* will depart out of Vancouver, B.C., calling on Tracy Arm, Skagway, Juneau and Ketchikan. As part of the new Alaska itinerary, Disney Cruise Line guests will be able to experience breathtaking natural vistas, an abundance of wildlife and the rich history and customs of Alaska’s native culture. On their Alaskan adventure, guests may catch a glimpse of a brown bear, bald eagle or humpback whale, and explore magnificent glaciers and fjords in Juneau. In Ketchikan, guests can fish for some of the largest wild salmon in the world and learn about local culture through hand-carved totem poles. In Skagway, Disney Cruise Line guests can traverse panoramic landscapes by railway, or pan for gold like miners from the famous Klondike gold rush.
- Before and after the 2011 summer season in Alaska, the *Disney Wonder* will sail seven-night Mexican Riviera cruises from the Port of Los Angeles to Cabo San Lucas, Mazatlán and Puerto Vallarta.
- In response to guest demand, the *Disney Magic* will return to Europe for the 2011 summer season with seven-, 10- and 11-night cruises sailing out of Barcelona. Guests will be able to explore the culture and beauty of Italy, France and Spain, with a family-friendly experience only Disney can deliver. This itinerary also includes visits to Tunis in northern Africa, the island nation of Malta, and Ajaccio, Corsica, an island oasis off the southern coast of France.
- For the majority of 2011, the *Disney Magic* will sail out of Port Canaveral on seven-night Caribbean itineraries – alternating eastern (St. Maarten and St. Thomas) and western (Key West, Grand Cayman and Cozumel). Both itineraries include a stop at Disney’s private island, Castaway Cay.
- Castaway Cay, Disney’s private island paradise in the tropical waters of the Bahamas, has received an extra dose of pixie dust. Enhancements provide guests with more water-based family-fun, additional conveniences and a slice of beachside luxury all designed to complement the idyllic island setting. New amenities include water playgrounds, exciting water slides, expanded beach areas, new dining facilities and the addition of private family cabanas. All Disney Cruise Line Bahamian and Caribbean itineraries include a stop at Castaway Cay.
- In April 2012, Disney Cruise Line will debut the *Disney Fantasy*, the majestic fourth ship in its fleet. The *Disney Fantasy* will sail her maiden voyage on April 7, 2012, bringing even more innovation, unique guest experiences and personalized service for which Disney Cruise Line is renowned. A sister ship to the *Disney Dream*, the *Disney Fantasy* will feature an AquaDuck water coaster, magical children’s areas, world-class entertainment, delightful dining, retreats for adults and immersive experiences for guests of all ages with beloved Disney stories and characters. The ship will feature 14 towering decks, a length of 1,115 feet and a width of 125 feet. The 128,000-ton vessel includes 1,250 staterooms and has the capacity to comfortably accommodate 4,000 passengers. The *Disney Fantasy* will sail out of Port Canaveral, Fla. on the popular seven-night Caribbean itineraries – alternating eastern and western – including a stop at Disney’s private island in the Bahamas, Castaway Cay.

## HOLLAND AMERICA LINE

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|                                    |   |
|------------------------------------|---|
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| <b>Spokesperson:</b>               | Sally Andrews   |

### Company Profile

Marking its 138th year in business in 2011, Holland America Line continues to be the industry's premium cruise leader, delivering unsurpassed value, industry-leading itineraries and world-renowned service.

Holland America Line's fleet of 15 ships offers nearly 500 cruises to 320 ports of call in more than 100 countries, territories or dependencies. Two- to 110-day itineraries visit all seven continents, including Antarctica, South America, Australia/New Zealand, Africa and Asia voyages; a Grand World Voyage; and popular sailings to ports in the Caribbean, Bermuda, Alaska, Mexico, Canada/New England, Europe and Panama Canal.

Fleetwide, the company features Signature of Excellence enhancements, totaling more than \$525 million, that showcase the Culinary Arts Center presented by *Food & Wine* magazine – a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes, the Explorations Café powered by *The New York Times*, teens-only activity areas, Holland America Line Digital Workshops powered by Microsoft Windows, and all new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner's Dream Beds.

Winner of 17 consecutive "Best Overall Cruise Value" awards from the World Ocean & Cruise Liner Society, Holland America Line excels in service, amenities and special programs. Known for consistent and attentive service, its ships have one of the highest staff-member-to-guest ratios in the cruise industry. Spacious staterooms average 25 percent larger and verandahs twice as large as those on other lines' ships. Menus are among the most extensive at sea. As You Wish dining allows guests to choose either traditional pre-set seating and dining times, or a completely flexible dining schedule. Dining choices include formal elegance; alternative specialty dining in the Pacific Northwest-themed Pinnacle Grill; casual fare in the Canaletto, serving Italian cuisine; Slice, an all-day pizzeria; and complimentary 24-hour room service -- while new Signature-class ships also feature Tamarind, serving pan-Asian cuisine.

### Cruise Areas & Seasons

- **Spring:** Pacific Northwest, Alaska, Caribbean, Canada & New England, Transatlantic, Mediterranean, Mexico, Hawaii, Panama Canal, Asia, Bermuda
- **Summer:** Alaska, Baltic, Western Europe, Canada & New England, Transatlantic, Mediterranean, Bermuda
- **Fall:** South America, Panama Canal, Caribbean, Mediterranean, Transatlantic, Canada & New England, Pacific Northwest, Hawaii, South Pacific, Amazon, Mexico, Australia/New Zealand, Bermuda
- **Winter:** Grand World Voyage, Caribbean, Australia/New Zealand, Asia, Panama Canal, South America, Mexico, Hawaii, South Pacific, Antarctica

## **Customer Profile**

Holland America Line customers seek luxury, comfort and predictability, but not regimentation in their cruises. They are experienced travelers and first-time cruisers who appreciate the five-star service provided by the world's premium cruise leader. Guests enjoy Holland America Line's spacious, elegant ships; sophisticated five-star dining; gracious, unobtrusive service; extensive enrichment programs and activities; and compelling worldwide itineraries.

| <b>Fleet</b>    |               |             |           |               |         |
|-----------------|---------------|-------------|-----------|---------------|---------|
| NAME            | GROSS<br>TONS | BERTHS<br>* | NAME      | GROSS<br>TONS | BERTHS* |
| Amsterdam       | 62,735        | 1,380       | Ryndam    | 55,819        | 1,260   |
| Eurodam         | 86,273        | 2,104       | Statendam | 55,819        | 1,260   |
| Maasdam         | 55,575        | 1,258       | Veendam   | 57,092        | 1,350   |
| Nieuw Amsterdam | 86,273        | 2,106       | Volendam  | 61,214        | 1,432   |
| Noordam         | 82,318        | 1,918       | Westerdam | 82,348        | 1,916   |
| Oosterdam       | 82,305        | 1,916       | Zaandam   | 61,396        | 1,432   |
| Prinsendam      | 37,983        | 835         | Zuiderdam | 82,305        | 1,916   |
| Rotterdam       | 61,859        | 1,404       |           |               |         |
| *Basis two      |               |             |           |               |         |

## **Cruise News to Use in 2011**

**More Signature of Excellence** — Holland America Line continues enhancements as part of its ongoing Signature of Excellence program bringing the total commitment to \$525 million. Five ships have or will receive extensive dry docks. Enhancements feature innovative lanai staterooms, new entertainment and enrichment options, all new stateroom décor and more. *ms Veendam* was completed in May 2009 and Rotterdam in December 2009. *ms Ryndam* and *ms Statendam* completed enhancements in 2010. And *ms Maasdam* will complete her upgrades in April 2011.

**Back to Bermuda and Australia** — Holland America Line will once again sail on regularly scheduled cruises (24 seven-day itineraries) May 1 to October 9 between New York City and Bermuda. Holland America calls on both Hamilton and St. George's, Bermuda's cultural and shopping hubs, with multi-day stays in each port and berthing in the center of Hamilton for easy access. Holland America Line will also expand sailings to Australia and New Zealand (14- to 32-day Voyages) highlighting the Great Barrier Reef and scenic cruising in New Zealand. *ms Volendam* will welcome her sister ship *ms Zaandam* in the fall as two HAL ships will sail the region now.

**New Culinary Council and Le Cirque in the Pinnacle Grill** — Holland America Line has created the Culinary Council composed of Rudi Sodamin, master chef for Holland America Line, and other celebrated chefs from around the world. The chefs will present signature recipes to be featured in all dining venues on all 15 ships. In addition, Holland America Line announced a famous partnership with the illustrious Le Cirque restaurant to offer "An Evening at Le Cirque" in the Pinnacle Grill aboard its ships. Sodamin and Le Cirque Executive Chef Craig Hoposon recreated the ambiance of the legendary restaurant, and its famous menu selections will be served on the fanciful orange Le Cirque china, including the famous crème brûlée.

**Alaska - New for 2011** — Holland America Line flagship *ms Amsterdam* will sail 14-day Explorer cruises roundtrip from Seattle and add Icy Strait Point as a new port of call in 2011. Guests will enjoy a day ashore at Icy Strait Point near Hoonah, the largest Tlingit Indian village in Alaska. In addition six other ships sail 7-day itineraries from Seattle and Vancouver. Also, 2011 Alaska CruiseTours feature 31 exciting itineraries ranging from 10-20 days in length including Glacier Bay and Denali National Park to the Kenai Peninsula and the Yukon. Holland America Line is the only cruise line continuing to feature the remote and Patagonia-like Yukon on CruiseTours.

**ms Nieuw Amsterdam operates first full year of cruises** — Dedicated July 4, 2010 in Venice, Italy, *ms Nieuw Amsterdam* will sail the Caribbean for winter/spring and then cruise the Mediterranean through the summer/fall. *Nieuw Amsterdam* features three alternative dining venues including Tamarind, a new pan Asian restaurant with panoramic views, Canaletto, an Italian restaurant, and Slice, a casual pizza bar; expanded spa facilities and spa staterooms; a new atrium bar area; and private cabanas on Lido and Observation decks.

# HURTIGRUTEN

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**Senior Marketing Executive:** Kathryn Beadle – Head of Sales & Marketing US/UK; Jennifer Rosen, Marketing Director – US  
**Senior Sales Executive:** Hans Rood – Head of Global Sales; Rolf Logan, Sales Director - US  
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**Spokespersons:** Jennifer Rosen, Rolf Logan

## Company Profile

Hurtigruten offers a wide range of year-round options for travelers who are looking for the unusual and unique – soft adventures, enriching destinations and excursions, and local interaction within the comfort of an upscale cruise environment. Besides continuing a century-long tradition of year-round sailings along Norway’s stunning fjord-filled west coast, Hurtigruten offers luxurious expeditions to some of the world’s most untamed reaches including Antarctica, Greenland and the Arctic (Spitsbergen). Guests will experience astonishing scenery, untamed wildlife and exotic native cultures. Hurtigruten’s 118 year history has made them an expert in offering a wide range of year-round travel opportunities for those who seek the unusual and extraordinary while still enjoying the creature comforts of a fabulous cruise vacation.

## Cruise Areas & Seasons

- **Year-round:** Norwegian fjords
- **October-March:** Antarctica (including Argentina and Chile)
- **May-August:** Spitsbergen (the Arctic) and Greenland
- **Spring and Fall:** Western Europe, the Baltics and N. Africa

## Customer Profile

Mature market, seasoned upscale traveler who wants a learning experience, soft adventure, and to visit unspoiled remote destinations rich in history/culture, intimate encounters with nature, rejects glitz, and wants value for their money. For passengers seeking alternatives to traditional cruise experiences, interested in niche-products and the smaller ships.

| Fleet             |            |         | Fleet        |            |         |
|-------------------|------------|---------|--------------|------------|---------|
| NAME              | GROSS TONS | BERTHS* | NAME         | GROSS TONS | BERTHS* |
| Fram              | 11,647     | 318     | Nordnorge    | 11,384     | 457     |
| Kong Harald       | 11,204     | 483     | Nordstjernen | 2,191      | 151     |
| Lofoten           | 2,621      | 155     | Polarlys     | 11,341     | 479     |
| Midnatsol         | 16,151     | 644     | Richard With | 11,205     | 466     |
| Nordkapp          | 11,386     | 464     | Trollfjord   | 16,140     | 646     |
| Nordlys           | 11,204     | 475     | Vesteralen   | 6,261      | 302     |
| <i>*basis two</i> |            |         |              |            |         |

## Cruise News to Use in 2011

- Hurtigruten will continue offering the spectacular Disko Bay itinerary in Greenland on the 9- day Glaciers & Icebergs itinerary in June and July as well as a special 12-day Tale of Two Ice Lands itinerary, bringing guests from Greenland to Iceland on July 10.
- 12-20 day Antarctica expeditions including a special Chilean fjords voyage and a 19-day Shackleton's Christmas in Antarctica expedition. These itineraries take in some of the world's most distant and fascinating places – the wildlife and scenery is abundant and stunning. And the holiday celebrations are special.
- Special new Spitsbergen itineraries include Polar Bears, Islands & Fjords, a 13-day adventure encompassing a collection of some of Norway and Svalbard's most dazzling highlights and Classic Norway & Spitsbergen – a voyage combining the best of the Classic Norwegian Coastal Voyage and a Spitsbergen expedition.
- Special 8-day Climate Pilgrimage aboard the luxurious *MS Fram*. As Norway celebrates the 150th anniversary of the birth of Fridtjof Nansen, this year's Climate Voyage follows in the oceanographic traditions of the great man himself. Journey to the high Arctic lands of the Svalbard Archipelago, making an inaugural visit to Jan Mayen, one of the most isolated islands on the planet. Shore landings, lectures and discussions help guests to gain a better understanding of this topical issue.
- Spring and Fall European voyages on the luxurious *MS Fram* to Western Europe, the Baltics and the British Isles. Plus a special Norwegian Fjords cruise, taking guests to exquisite fjords not on the Classic Coastal voyage.
- Hurtigruten's Northern Lights winter program in Norway continues to offer a unique and exciting voyage through the pristine fjords with excursions that include dog sledding, snowmobiling and the King Crab Safari. Dive into the Barents Sea and your guide will catch fresh king crabs and prepare them for you thereafter! This is an exclusive opportunity you won't find on other cruise lines.
- Exciting theme voyages including: Hall of the Mountain King - combines the dramatic landscape of Norway's coastline with a series of on board concerts and lectures on the country's favorite composer Edvard Grieg. Winter Digital Photography - winter in Norway has much to offer the amateur photographer including the opportunity to capture the Northern Lights on this photography themed cruise. Astronomy Voyage - learn more about the Arctic night sky as well as the greatest lightshow on Earth, the Aurora Borealis. Ice Breakers - sail in the wake of the great Norwegian polar heroes, Fridtjof Nansen and Roald Amundsen, to discover how these famous pioneers confronted the elements, pushing the boundaries of human endurance to achieve incredible feats of exploration. Birds of the Nordic Coast - a bird-watching voyage experience as birds return to the Arctic coast during their nesting period including puffins, kittiwakes, guillemots, razorbills, cormorants, Arctic skuas, northern fulmars, Northern gannets and Sea eagles.
- In our 118<sup>th</sup> year, Hurtigruten is still the most authentic way to see Norway on the 6, 7 or 12-day Norwegian Coastal Voyage from Bergen in the south to Kirkenes in the north near the Russian border, calling on 34 ports of call, offering spectacular scenery, wildlife and Norwegian culture.
- Online booking engine offering real time availability, pricing, shore excursions and other information to make booking a Hurtigruten voyage as easy as possible.

## MSC CRUISES

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|                                   |  |
|-----------------------------------|--|
| <b>Chief Executive:</b>           | Richard E. Sasso, president & CEO<br>Nicola Gargiulo, executive vice president   |
| <b>Senior Sales Executive:</b>    | Karen Stamps, director, field sales, U.S.<br>Nicola Iannone, director, national accounts, U.S.<br>Ian Patterson, managing director, Canada |
| <b>Public Relations Contacts:</b> | Gail Nicolaus, director, marketing, public relations & customer service<br>Julianne Carelli, manager public relations                      |
| <b>Spokesperson:</b>              | Richard E. Sasso   |

### Company Profile

MSC Cruises offers innovative itineraries featuring not-often visited destinations and extensive array of embarkation ports. Vacationers can select from more than 120 different itineraries throughout the Mediterranean, Northern Europe, Caribbean, Canada/New England, South America, and South Africa on the world's fastest-growing cruise line.

Our magnificent ships combine refined European ambiance and Italian hospitality. The moment you step aboard you'll discover an atmosphere of quiet, comfortable understated elegance with impeccable décor and pamper yourself in the MSC Yacht Club. Our welcoming atmosphere invites you to relax in the tranquil MSC Aurea Spa, savor freshly prepared Mediterranean cuisine featuring regional Italian specialties, and enjoy outstanding international entertainment nightly. This and more are offered at an incredible value from the world's fastest growing cruise line with eco-friendly ships, where kids cruise free.

MSC Cruises also offers a variety of theme cruises from food and wine to baseball and music.

Since launching an expansion program in 2003, MSC Cruises has introduced seven newly constructed custom built ships -- *MSC Lirica*, *MSC Opera*, *MSC Musica*, *MSC Orchestra* and *MSC Poesia* along with line's first post-Panamax ships, *MSC Fantasia* and *MSC Splendida*. *MSC Divina*, another Fantasia-class ship, is expected to debut in May 2012. *MSC Magnifica* is the newest ship which joined the fleet in March 2010. These new builds join the line's *MSC Armonia*, *MSC Sinfonia*, and *MSC Melody* to create the fastest-growing cruise line in the industry.

### Cruise Areas & Seasons

**Winter:** Caribbean, Bahamas, Central and South America, Mediterranean, South Africa, and Abu Dhabi.

**Spring, Summer & Fall:** Palermo/Sicily, Tunisia, Spain, France, Greek Islands, Portugal, Malta, Croatia, Ukraine, Turkey, Balearic Islands, Greece, Italy, United Kingdom, Northern Europe and the Baltic's, Transatlantic, Positioning, and Canada/New England.

### Customer Profile

Guests range in age from their early 30's to 70's. MSC Cruises attracts couples, friends, families and multi-generational vacationers who appreciate European style and service and an international mix of guests while visiting popular as well as unusual and unique destinations.

| Fleet             |            |         | Fleet                 |            |         |
|-------------------|------------|---------|-----------------------|------------|---------|
| NAME              | GROSS TONS | BERTHS* | NAME                  | GROSS TONS | BERTHS* |
| MSC Armonia       | 58,600     | 1,544   | MSC Poesia            | 93,300     | 2,550   |
| MSC Fantasia      | 137,936    | 3,274   | MSC Sinfonia          | 58,600     | 1,544   |
| MSC Lirica        | 59,000     | 1,560   | MSC Splendida         | 133,500    | 3,274   |
| MSC Melody        | 35,140     | 1,062   | MSC Magnifica         |            | 92,400  |
| MSC Musica        | 92,400     | 2,550   | NEW SHIP              |            |         |
| MSC Opera         | 59,000     | 1,712   | MSC Divina<br>(05/12) | 139,400    | 3,478   |
| MSC Orchestra     | 92,400     | 2,550   |                       |            |         |
| <i>*basis two</i> |            |         |                       |            |         |

### Cruise News to Use in 2011

- *MSC Poesia* offers 7-night alternating eastern and western Caribbean itineraries and two-night Bahamas cruise and before heading to the Mediterranean for a series of 8-night Iberian cruises. As one of the line's newer Panamax ships, *MSC Poesia* can host 2,550 guests and has more than 242,000 square feet of public area and 85 percent outside accommodations (65 percent of the total accommodations will have balconies) and specialty restaurants – Kato Sushi Bar and L'Obelisco.
- In the fall, *MSC Poesia* returns to the U.S. to begin the second season of Canada/New England fall foliage sailings featuring departures from both New York City and Quebec City. These new itineraries consist of a series of 7, 10, 12, and 14-night sailings in September and October.
- In November, *MSC Poesia* will relocate to Fort Lauderdale offering a series of 3, 4, 5, 7, 9, 10, and 12-night Caribbean cruises including Bermuda prior to her transatlantic sailing.
- All of the fleet's 11 ships will be in the Mediterranean region at some time in 2011, with two of its newest vessels, *MSC Fantasia* and *MSC Splendida*, sailing year round. Guests can select from a variety of Mediterranean itineraries, with cruises of varying lengths (from weekend cruises to 11-night itineraries) and port calls, departing from Bari, Genoa, Livorno, Naples, Rome, Salerno, Venice, Marseille, and Barcelona. The line will also have three ships sailing the shores of Northern Europe with Scandinavian Fjords, Russia and The Baltic Capitals and North Cape itineraries departing from Copenhagen, Kiel, and Dover.
- *MSC Magnifica*, arrived in March 2010, and features 7-night sailings from the Mediterranean to port calls like Bari, Katakolon (Olympia), Izmir, Istanbul, and Dubrovnik. Some of the amenities onboard include Shanghai, a Chinese restaurant; a poker room, L'Olimpiade, sports bar; and the MSC Aurea Spa, for the more 2,550 guests to enjoy.
- *MSC Divina*, the sister ship to *MSC Splendida* and *MSC Fantasia*, joins the fleet in May 2012 as MSC Cruises' largest vessel with 1,739 staterooms and 3,478 passengers.
- In 2010, earned a Travel Weekly Gold Magellan Award for Cruise Ship/Contemporary Cruise Ship Category for *MSC Splendida*.
- *MSC Yacht Club* earned a Travel Weekly Silver Magellan Award for Cruise Ship/Suite Design Category for its Royal Suites in 2010.
- Named by Porthole Magazine's 12th Annual Readers' Choice Awards as "Best Onboard International Experience" in its November/December, 2010 issue.
- In 2010, *MSC Fantasia* was named a Top 10 Cruise Ships by cruise booking specialists Cruise 1<sup>st</sup>, and listed by Reuters.
- Received an excellent rating (4 out of 5) for nine of its ships in the fleet by Berlitz Guide Complete Guide to Cruising and Cruise Ships in 2010.
- MSC Cruises was named Top 10 Cruises in 2010 by Shermans Travel for "Best New Domestic Itinerary"-onboard *MSC Poesia* for her Canada/New England cruises.

## NORWEGIAN CRUISE LINE

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### Company Profile

Norwegian Cruise Line is the innovator in cruise travel with a 44-year history of breaking the boundaries of traditional cruising, most notably with the introduction of Freestyle Cruising which has revolutionized the industry by allowing guests more freedom and flexibility. Today, Norwegian has 11 purpose-built Freestyle Cruising ships providing guests the opportunity to enjoy a relaxed cruise vacation on some of the newest and most contemporary ships at sea. The Company has reached an agreement for two 143,000-gross ton vessels for delivery in 2013 and 2014.

Since 1999, Norwegian has launched 11 new ships – Norwegian Sky (reflagged into the U.S. registry and renamed Pride of Aloha in 2004, returned to the international fleet in July 2008), Norwegian Sun, Norwegian Star, Norwegian Dawn, Norwegian Spirit, Pride of America, Norwegian Jewel, Norwegian Jade (formerly Pride of Hawai`i), Norwegian Pearl, Norwegian Gem and Norwegian Epic. Norwegian's 11 ships with more than 26,000 berths represent approximately 11 percent of the overall cruise capacity in North America in terms of berths.

Norwegian launched Norwegian Epic, its largest and most innovative ship, in June 2010. The 4,100-passenger ship features world-class entertainment including Blue Man Group, Cirque Dreams & Dinner, Legends in Concert, The Second City and Howl at the Moon. Norwegian Epic incorporates many innovations including new types of accommodations – the largest Villas suite complex at sea, comprising 60 suites and villas on two private decks; the Studio staterooms for the solo traveler; and spa and family-friendly accommodations. The ship also boasts unique nightlife options with the first Ice Bar at sea; an expansive Aqua Park with the only tube slide and largest bowl slide at sea - The Epic Plunge; a 33-foot high, 64-foot wide extreme rock climbing wall and the first ever rappelling wall at sea; the most bowling lanes at sea with six in two venues; a mixed-use sports deck with the ability for guests to engage in eight different athletic activities; as well as three separate kids' and teen activity areas. In addition, Norwegian Epic offers the next generation of Freestyle Dining with more than 20 dining choices and 20 bars and lounges.

### Cruise Areas & Seasons

- Seasonal: Alaska, Bahamas and Florida, Caribbean, Bermuda, Canada and New England, Mexican Riviera, Pacific Coastal, Panama Canal and Transatlantic
- Year-round: Bahamas, Europe, Hawai`i, Caribbean (from New Orleans)

### Customer Profile

Norwegian is a mainstream cruise line appealing to a broad audience of all ages. Norwegian guests want to enjoy their cruise on their terms with the freedom and flexibility typically found at land-based resorts.

| Fleet          |            |         |                  |            |         |
|----------------|------------|---------|------------------|------------|---------|
| NAME           | GROSS TONS | BERTHS* | NAME             | GROSS TONS | BERTHS* |
| Norwegian Dawn | 92,250     | 2,244   | Norwegian Spirit | 75,338     | 2,018   |

|                 |         |       |                       |         |       |
|-----------------|---------|-------|-----------------------|---------|-------|
| Norwegian Epic  | 155,873 | 4,100 | Norwegian Star        | 91,740  | 2,240 |
| Norwegian Gem   | 93,000  | 2,394 | Norwegian Sun         | 78,309  | 1,936 |
| Norwegian Jade  | 93,000  | 2,402 | Pride of America      | 81,000  | 2,138 |
| Norwegian Jewel | 93,000  | 2,376 | NEW SHIPS             |         |       |
| Norwegian Pearl | 93,000  | 2,394 | Unnamed (spring 2013) | 143,500 | 4,000 |
| Norwegian Sky   | 77,104  | 2,002 | Unnamed (spring 2014) | 143,500 | 4,000 |
| *Basis two      |         |       |                       |         |       |

## **Cruise News to Use in 2011**

### **Norwegian To Build Two New Next Generation Freestyle Cruising Ships**

Norwegian Cruise Line announced that it has reached an agreement with MEYER WERFT GMBH of Germany to build two new next generation Freestyle Cruising ships for delivery in spring 2013 and spring 2014, respectively. Each of the 143,500 gross ton vessels, the largest passenger/cruise ships to be built in Germany, will have approximately 4,000 passenger berths and a rich cabin mix.

### **Norwegian Teams Up with Nickelodeon to Provide Two Nickelodeon-themed cruises**

Norwegian Cruise Line and Nickelodeon are offering the ultimate family cruise vacation with two “Nickelodeon All Access Cruises.” These special Nickelodeon-themed cruises give guests access to seven days of slime-filled entertainment all day, every day on board Norwegian Jewel from New York, February 20, 2011 (President’s Day week); and Norwegian Epic from Barcelona on July 24, 2011. Families will have the opportunity to get slimed together during the ultimate sliming experience; meet and greet their favorite Nickelodeon characters and stars of the hit TV show *iCarly*, Jennette McCurdy (Sam Puckett) and Nathan Kress (Freddie Benson); watch special viewings and premieres of never-before-seen episodes; watch Nickelodeon’s signature messy game shows like *Slime Time LIVE!* and poolside events; have breakfast with Nickelodeon characters every day of the cruise and much more!

### **Great Stirrup Cay**

Norwegian Cruise Line’s major enhancements to its private island, Great Stirrup Cay, located 120 miles east of Ft. Lauderdale in the Berry Island chain of the Bahamas, will be complete by the end of 2011. The 250-acre island has been undergoing a two-phase renovation, which includes an excavation and formation of a new entrance channel for tenders, marina basin and arrival area with welcome pavilion that will be the site for new tender landings and docks. In the second phase new infrastructure and landscaping is planned to enhance the guest experience, including new dining and bar facilities; several comfort stations; a band stand; cruise program activity area; private beachfront cabanas; a kid’s play area; straw market; and beach volleyball courts. New activities and shore excursions will be gradually added including a floating Aqua Park with a variety of water toys, kayak tours through man-made rivers, an eco-cruise, and a stingray encounter experience. These are in addition to the existing snorkeling; floats; inflatable hippo slide; and parasailing currently offered.

### **New 2011-2012 Deployments**

- *Norwegian Epic* will sail seven-day Western Mediterranean cruises from Barcelona from May through October 2011.
- *Norwegian Dawn* will homeport in Boston for the first time sailing seven-day cruises to Bermuda., replacing *Norwegian Spirit*.
- For the first time in Norwegian’s history, *Norwegian Spirit* homeports in New Orleans year-round through April 2012.
- *Norwegian Gem* will sail seven-day Bermuda cruises from New York from May through September 2011.
- *Norwegian Jade* will replace *Norwegian Gem* sailing from Venice on seven-day Greek Isles cruises and seven-day Adriatic, Greece and Turkey cruises.
- *Norwegian Jewel* will sail seven-day Bahamas & Florida cruises from New York from February through April 2012 (excluding four Canada & New England cruises in September and October).
- *Norwegian Star* begins cruising from Tampa for the first time, sailing seven-day Western Caribbean cruises.
- *Norwegian Sun* will sail nine-day Baltic cruises round-trip from Copenhagen, Denmark. This is the first time the company has cruised from Copenhagen. In addition, *Norwegian Sun* sails from Orlando for the first time to the Eastern and Western Caribbean in the winter of 2011 and 2012.

## OCEANIA CRUISES

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Bob Binder, president

**Senior Marketing Executive:** James Rodriguez, senior vice president of marketing

**Senior Sales Executive:** Jeff Drew, senior vice president of sales

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**Spokespersons:** Bob Binder, Gary Gerbino

### Company Profile

A leader in destination cruising, Oceania Cruises offers gourmet cuisine, gracious service and award-winning itineraries at an exceptional value. Five-star menus are crafted under the watchful eye of renowned master chef, Jacques Pepin, the line's executive culinary director. Guests also enjoy complimentary and unlimited soft drinks and bottled water. Travelers cruise the world aboard the elegant, 684-guest *Regatta*, *Insignia* and *Nautica*, as well as *Marina* – Oceania Cruises' new 1,250-guest flagship, which joined the fleet in January 2011. *Marina* is destined to set new cruise industry standards, with elegantly appointed and custom-crafted accommodations that are among the most spacious at sea. Specifically designed for epicureans, *Marina* features a total of 10 dining venues, six of which are open-seating gourmet restaurants; all at no additional charge. *Riviera*, a sister ship to *Marina*, is scheduled to debut in April 2012.

### Cruise Areas & Seasons

Australia & New Zealand, China & Southeast Asia, India & Africa, Greek Isles & Mediterranean, Black Sea, Scandinavia & Russia, Canada & New England, the Caribbean, South & Central America, and Panama Canal.

### Customer Profile

Oceania Cruises appeals to sophisticated Baby Boomers in search of world-class cuisine, unparalleled personal service, and an enriching, in-depth, destination-oriented experience.

| Fleet           |            |         |
|-----------------|------------|---------|
| NAME            | GROSS TONS | BERTHS* |
| Insignia        | 30,277     | 684     |
| Marina          | 66,000     | 1,250   |
| Nautica         | 30,277     | 684     |
| Regatta         | *30,277    | 684     |
| NEW SHIPS       |            |         |
| Riviera (04/12) | 66,000     | 1,250   |
| * Basis Two     |            |         |

## Cruise News to Use in 2011

- A ship of firsts, Oceania Cruises' *Marina* will feature the first *Bon Appétit* Culinary Center, Master Chef Jacques Pépin's first namesake restaurant at sea, Ralph Lauren Home-furnished Owner's Suites, luxurious accommodations by Dakota Jackson, *Wine Spectator* wine program at La Reserve and a Lalique grand stairway.
- *Marina's* inaugural schedule includes a 13-day Maiden Voyage Jan. 22 from Barcelona to Miami, where inaugural activities are planned. On Feb. 8, *Marina* departs on the first of two 18-day Panama Canal transits that visit San Francisco or San Diego, both new ports for Oceania Cruises. *Marina* operates a 12-day Caribbean cruise, round-trip from Miami, departing March 16, before sailing along the U.S. Eastern Seaboard and on to Europe to begin her inaugural Mediterranean season.
- In 2010, Oceania Cruises unveiled phases one and two of its "Pillars of Distinction" program, an ongoing fleet-wide enhancement initiative and the most significant product investment in the company's history. The first phase focuses on enhancements to staterooms and suites, the Polo Grill steakhouse, the introduction of Canyon Ranch's famed spa cuisine and enrichment programs both onboard and ashore. Highlights of Phase Two include the addition of iPads, expanded Jacques Pépin specialties and Bulgari amenities.
- The great land of Alaska will join the list of destinations visited by Oceania Cruises for summer 2011. Highlights include two full days of glacier cruising and a mix of marquee as well as off-the-beaten-path ports, the latter a hallmark of all Oceania Cruises' voyages. Ten departures are designed to explore Alaska's Inside Passage in depth, including Sitka, Skagway, Juneau and Ketchikan, plus less-visited outposts such as Kodiak, Homer and Hoonah. Depending on the itinerary, travelers will also cruise the awe-inspiring Hubbard Glacier, Gulf of Alaska, Tracy Arm and College Fjord.
- Oceania Cruises will debut maiden fall foliage cruises in New England and Canada in 2011. Destination-rich ports with renowned cultural and historical diversity on two New England and Canada cruises will include cruising in the Bay of Fundy, Saguenay Fjord and St. Lawrence River.
- **2011 European Collection:** With voyages to more than 125 ports on three elegant, mid-sized ships, including the magnificent new *Marina*, the line's 2011 Europe itineraries are unrivaled in their scope and diversity. Featuring 21 new itineraries, *Insignia*, *Nautica* and *Marina* will cover the continent in its entirety. With 32 unique itineraries to choose from, more than any other premium or deluxe brand, Oceania Cruises offers new and unique opportunities to travel to off-the-beaten-path destinations in Greece, Turkey, Sweden and Denmark along with the continent's perennial favorites in France, Italy, Spain, Scandinavia and Russia.
- **2011-2012 Winter Collection:** Twenty-seven exotic itineraries, 16 of which are new, explore Asia, South America, Hawaii, the South Pacific and Australia/New Zealand. Highlights include 33 new ports of call; new Hawaii and South Pacific voyages, including Tahiti, the Cook Islands, Fiji, Tonga and American Samoa; a return to Australia and New Zealand; new Dubai to Cape Town cruise showcasing Arabia and Africa; and a popular Amazon River cruise departing from New York City.

The winter schedule also includes a new, 16-day South America cruise roundtrip from Valparaiso and a grand 35-day Hong Kong to Athens adventure via the Suez Canal. Additionally, the new *Marina* debuts on her first full season of voyages to the Caribbean.

## PAUL GAUGUIN CRUISES

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Web site: www.pgcruses.com

**Chief Executives:** Richard Bailey, president & CEO  
Diane Moore, executive vice president  
Oscar Abello, vice president, product planning and revenue management

**Senior Sales Executives:** Christine Anderson, vice president national accounts, director of sales, South west region

**Senior Marketing Executive:** Christopher Bensley, vice president, marketing

**Public Relations Contacts:** Christopher Bensley, vice president, marketing; cbensley@pgcruses.com

**Spokesperson:** Richard Bailey, Diane Moore

### Company Profile:

Paul Gauguin Cruises, Inc. operates the *m/s Paul Gauguin*, the renowned, award-winning, 5-star plus, luxury cruise ship built specifically to sail the waters of Tahiti, French Polynesia and the South Pacific. Since its maiden voyage in 1997 the *m/s Paul Gauguin* has been the longest continually operating year-round luxury cruise ship in the South Pacific. No other ship in history has offered this level of single-destination focus and expertise on a year-round basis for such an extended period of time. Paul Gauguin Cruises is committed to providing an unequalled luxury cruise experience uniquely tailored to the unparalleled wonders of Tahiti, French Polynesia and the South Pacific. Our numerous World's Best awards demonstrate our dedication to guest satisfaction, excellence, quality and value.

### Cruise Areas & Seasons:

Sailing year round in Tahiti, French Polynesia and the South Pacific

### Customer Profile:

- Experienced and affluent traveler
- Frequent cruiser
- Well-educated
- Active and involved, particularly in charity and cultural organizations
- Heavily influenced by destination and itinerary

| Fleet            |            |         |
|------------------|------------|---------|
| NAME             | GROSS TONS | BERTHS* |
| m/s Paul Gauguin | 19,200     | 332     |
| * Basis two      |            |         |

## Cruise News to Use in 2011

- Exclusive sailings with explorer and environmentalist **Jean-Micheal Costeau**. Mr. Costeau pioneered the ship's *Ambassadors of the Environment Youth Program*, which aims to introduce young travelers an interactive experience of the extraordinary natural wonders of French Polynesia. Mr. Costeau will again join *The Gauguin* on the January 5, May 25 and June 29, 2011 departures, sailing to Society Islands and Tuamotus.
- In 2011, *The Gauguin* is honored to offer the culinary delights of **Jean-Pierre Vigato**, owner and Chef Propriétaire of the world-renowned, two Michelin-starred *Restaurant Apicius* in Paris. Chef Vigato's menu will be featured in *The Gauguin's La Veranda* restaurant. Additionally, Chef Vigato will join *The Gauguin* on the July 30, 2011 departure, sailing to the Cook Islands and Society Islands.
- For all 2011 sailings, guests can enjoy 50% off standard cruise fares PLUS free roundtrip airfare from Los Angeles (an additional value of up to \$2,700 per couple). Take advantage of these great savings on all Tahiti and French Polynesia cruises in 2011, including *Tahiti & the Society Islands* (7 nights), *Society Islands & Tuamotus* (10 nights), *Cook Islands & Society Islands* (11 nights), and *Marquesas, Tuamotus & Society Islands* (14 nights).
- In 2011, Paul Gauguin Cruises will continue to create truly unique experiences for guests. Similar to the photography-themed sailing with award-winning commercial photographer Roger Paperno and fine-art photographer Jesse Kalisher offered in 2010, *The Gauguin* will also feature two photography-themed sailings in 2011. The workshops allow guests to participate in a learning opportunity that covers an incredible range of photographic challenges and lessons through an elite photographic tour of the paradise that is French Polynesia.

## PEARL SEAS CRUISES

741 Boston Post Rd., Ste 250  
Guilford, CT 06437  
(203) 453-4211 (800) 983-7462  
Web site: www.pearlseascruises.com

**Chief Executive:** Charles A. Robertson, chairman and CEO  
**Senior Marketing Executive:** Jennifer Cody, manager marketing  
**Hotel Service & Operations:** H. Anthony Severn, vice president  
**Public Relations Contacts:** Laura Oncea  
(203) 453-5026; (203) 500-4784; LVO@pearlseascruises.com  
**Spokesperson:** Laura Oncea

### Company Profile

Pearl Seas Cruises is building new luxury passenger ships for world service. These new ships will each carry 214 passengers. The first ship, *Pearl Mist*, is scheduled to begin cruise service in 2011. The *Pearl Mist* will begin with international cruises in the Canadian Maritimes, St Lawrence Seaway, Great Lakes, Nova Scotia, Newfoundland and New England, and followed later in the year with itineraries in the Caribbean.

Pearl Seas Cruises ships have been designed for the smaller more intimate luxury market offering “Luxury Adventure™.” The ships have innovative modern designs including state of the art technologies and modern amenities; including a spa, elevators to all five decks, Internet access throughout the ship, oversized suites (302-580 square feet), all with private balconies and large opening picture windows offering spectacular views. Every stateroom is fitted with many modern conveniences and amenities expected by the discerning traveler. The ship will be fully stabilized, and meet the newest and most stringent safety and environmental standards. The atmosphere is relaxing and inviting, much like that of a fine private club.

### Cruise Areas & Seasons

**Spring, Summer & Fall:** Canadian Maritimes, Newfoundland, St Lawrence Seaway, Great Lakes  
**Fall & Winter:** Caribbean, Leeward Islands, Windward Islands, British Virgin Islands, US Virgin Island, Panama Canal, Central America.

### Customer Profile

Pearl Seas Cruises is for the discerning traveler generally ages 40+ with a high net worth, well traveled and well educated, in the top 5% of the most affluent North Americans who wish to visit the fascinating ports that large ships can't even dream of reaching.

| Fleet             |            |         |
|-------------------|------------|---------|
| NAME              | GROSS TONS | BERTHS* |
| NEW SHIPS         |            |         |
| Pearl Mist (2011) | 6,000      | 214     |
|                   |            |         |
| *Basis two        |            |         |

### **Cruise News to Use in 2011**

- Innovative new vessels will have elegant public rooms and luxurious accommodations amid a relaxing and inviting onboard ambiance.
- Facilities include a spacious dining salon offering one unhurried sitting, several lounges, a well-stocked library and a state-of-the-art spa.
- The ships' spacious suites (each measuring 302-580 square feet) will all feature flat-screen satellite TV and DVD player, individual climate control, Internet access and private balconies with large picture windows that actually open.

## PRINCESS CRUISES

24305 Town Center Drive  
Santa Clarita, CA 91355  
(661) 753-0000; (800) PRINCESS  
Web site: www.princess.com

**Chief Executive:** Alan Buckelew, president & CEO  
**Senior Marketing Executive:** Jan Swartz, executive vice president, sales, marketing and customer service  
**Senior Sales Executive:** Jan Swartz, executive vice president, sales, marketing and customer service  
**Public Relations Contacts:** Julie Benson, vice president, public relations  
(661) 753-1530, jbenson@princesscruises.com  
Karen Candy, manager, media relations  
(661) 753-1540, kcandy@princesscruises.com  
**Spokesperson:** Jan Swartz

### Company Profile

One of the best-known names in cruising, Princess Cruises is a global cruise and tour company operating a fleet of 17 modern ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess sails to destinations around the globe on itineraries ranging in length from seven to 107 days. The company is part of Carnival Corporation & plc.

### Cruise Area & Seasons

- **Spring:** Hawaii/Tahiti, Mexico, Asia, Panama Canal, South America, South Pacific
- **Summer:** Alaska, Europe, South Pacific/Asia, Hawaiian Islands, South Pacific
- **Fall:** Canada/New England, Hawaiian Islands, Holy Land, Mexico, Asia, Panama Canal, South America, Africa/India, Tahiti & French Polynesia
- **Winter:** Africa/India, Australia/New Zealand, Mexico, Panama Canal, South America, world cruise
- **Year Round:** Caribbean, Australia & Pacific

### Customer Profile

Princess Cruises offers a wide spectrum of passengers a relaxed and rejuvenating retreat at sea. The line carries 1.3 million passengers each year to more than 300 ports around the world.

| Fleet              |            |         |                       |            |         |
|--------------------|------------|---------|-----------------------|------------|---------|
| NAME               | GROSS TONS | BERTHS* | NAME                  | GROSS TONS | BERTHS* |
| Caribbean Princess | 113,000    | 3,080   | Royal Princess        | 30,000     | 680     |
| Coral Princess     | 92,000     | 1,970   | Ruby Princess         | 113,000    | 3,080   |
| Crown Princess     | 113,000    | 3,080   | Sapphire Princess     | 116,000    | 2,670   |
| Dawn Princess      | 77,000     | 1,990   | Sea Princess          | 77,000     | 1,990   |
| Diamond Princess   | 116,000    | 2,670   | Star Princess         | 109,000    | 2,590   |
| Emerald Princess   | 113,000    | 3,080   | Sun Princess          | 77,000     | 1,990   |
| Golden Princess    | 109,000    | 2,590   | Ocean Princess        | 30,277     | 680     |
| Grand Princess     | 109,000    | 2,590   | NEW SHIPS             |            |         |
| Island Princess    | 92,000     | 1,970   | Unnamed (spring 2013) | 141,000    | 3,600   |

|                  |        |     |                       |         |       |
|------------------|--------|-----|-----------------------|---------|-------|
| Pacific Princess | 30,277 | 680 | Unnamed (spring 2014) | 141,000 | 3,600 |
| *Basis two.      |        |     |                       |         |       |

### Cruise News to Use in 2011

- **Bon Voyage Experience** – Reviving a signature tradition from the early days of cruising, Princess has introduced an innovative new program giving passengers the opportunity to invite their friends and family aboard their ship on embarkation day to wish them "bon voyage" and get a taste of the onboard experience. Unique in the cruise industry, the Bon Voyage Experience enables passengers to extend an invitation to their guests to join them onboard during sailing day for a four-course dining room lunch with wine, a ship tour and even a souvenir photo. Passengers and their guests can enjoy priority embarkation and will be able to spend approximately four hours together on the ship before it sets sail. The cost for the program is \$39 per person, which can be applied toward a future Princess cruise.
- **Princess eZAir<sup>SM</sup>** – Princess Cruises has introduced the innovative eZAir<sup>SM</sup> program – a completely re-designed, new generation air program giving passengers easy and full control of their flights and the ability to seamlessly coordinate them with their cruise itinerary. This program offers Princess passengers real-time pricing and flight availability, immediate flight confirmation, competitive airfares, and something no major online air booking website offers – next port protection in the event of flight delays.
- **Ship Updates** – Prompted by enthusiastic response from its passengers, Princess Cruises is adding a number of signature features from its newest vessels to most of the ships in the fleet. Many ships have been updated, and in 2011 Grand Princess will join suit with the addition of signature Princess features such as an adults-only “pocket of tranquility” called The Sanctuary, and the atrium Piazza.
- **New Hawaii, Tahiti & Samoa Itinerary** – This new 28-day itinerary aboard *Sapphire Princess* offers an unusual roundtrip voyage from Los Angeles, to three island groups in one convenient roundtrip sailing. The ship calls at Hilo, Honolulu, Kauai, Maui, Pago Pago, Apia, Bora Bora, Moorea and Papeete. The sailing departs on October 22, 2011.
- **California Coastal Itineraries** – This new seven-day California Coastal itinerary debuts aboard *Sapphire Princess*, with three departures sailing roundtrip from Los Angeles with calls at Santa Barbara, San Francisco, San Diego, and Ensenada. Sailings depart on September 24, October 1, 2011 and April 28, 2012.
- **New Scandinavia & Russia Itinerary** – *Emerald Princess* returns to the Baltic region to debut a rich new 11-day itinerary that features the best of the region with calls in Oslo, the new port of Aarhus (Denmark), Berlin, Tallinn, a two-day experience in St. Petersburg, Helsinki, and Stockholm.
- **Specialized Alaska Cruisetours** – Princess is offering special cruisetour opportunities designed for families and fishermen. Family groups can now enjoy a cruisetour with a variety of special family-friendly features not normally included in a cruisetour package. Families have the opportunity to learn about dog mushing at the Iditarod Headquarters, pan for gold, take an interactive tour of Denali National Park, and enjoy a fun campfire experience. In addition, the 2011 season includes a cruisetour option just for fishermen (and women). The new land/sea vacation includes special excursions just for anglers, with opportunities to cast their lines in some of the state’s premiere fishing spots.
- **Shore Power in San Francisco** – Princess ships recently began turning off their engines and instead “plugging in” to clean hydroelectric power from shore while at the port of San Francisco. The new shore power technology at the Port of San Francisco cruise ship terminal enables Princess Cruises’ ships, and other equipped vessels, to use power from the city’s grid instead of the onboard engines, reducing emissions when docking in San Francisco. The port becomes the fourth in the world where Princess Cruises’ ships can take advantage of this innovative technology.
- **New Ships in 2013-14** – Princess Cruises has two 3,600-passenger ships on order with Italy’s Fincantieri shipyard. The new ships are scheduled to enter service in spring 2013 and spring 2014. At an estimated 141,000 tons, the as-yet-unnamed ships will be the largest in the Princess Cruises fleet. The ships’ design will be evolutionary, in keeping with the themes of the line’s newest vessels, but with some new features and innovations. For example, all outside cabins will feature balconies, bringing the percentage of balconies on the ships to 80 percent of all staterooms.

## REGENT SEVEN SEAS CRUISES

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 Mark Conroy, president

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**Senior Sales Executive:** Randall Soy, senior vice president sales

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**Spokesperson:** Mark Conroy, Gary Gerbino

### Company Profile

Regent Seven Seas Cruises operates a fleet of perennially praised and elegantly appointed, all-suite ships that visit more than 300 worldwide destinations on seven- to 162-night voyages. The company is the world's only cruise line that includes award-winning service, acclaimed cuisine, premium spirits and fine wine, gratuities and sightseeing excursions in every port for the ultimate "ultra-luxury" vacation.

With some of the highest space-per-guest ratios in the cruise industry, accommodations onboard the intimate Regent Seven Seas Cruises' ships are considered among the most luxurious afloat and include such requisite amenities as down comforters, fine Egyptian cotton linens, flat-screen televisions, DVD players and Wi-Fi access. Top suites have iPod music systems with Bose speakers.

### Cruise Areas & Seasons

- **Winter:** Australia, New Zealand, South Pacific, Asia, Middle East, Panama Canal & Costa Rica, Mexico, Caribbean, South and Central America, Africa
- **Spring:** Caribbean, Europe, Mediterranean, Panama Canal & Costa Rica, Alaska, Bermuda
- **Summer:** Alaska, Europe, Scandinavia, British Isles, Baltic, Mediterranean
- **Fall:** Mediterranean, Caribbean, New England and Canada, Middle East, Africa, Central and South America, Australia, New Zealand, Mexico, Asia, South Pacific

### Customer Profile

Destination, quality, service and value for luxury are key in choosing a cruise for Regent Seven Seas Cruises customers. These experienced travelers and cruisers, ages 45+, are well-educated with a household income of \$200,000+ or with a high net worth.

| Fleet                |            |         |
|----------------------|------------|---------|
| NAME                 | GROSS TONS | BERTHS* |
| Seven Seas Mariner   | 50,000     | 700     |
| Seven Seas Navigator | 33,000     | 490     |
| Seven Seas Voyager   | 46,000     | 700     |
| * Basis Two          |            |         |

## Cruise News to Use in 2011

- Regent Seven Seas Cruises offers the most inclusive ultra-luxury product in the marketplace. In addition to all of the amenities included in the cruise fare (soft drinks, fine wine and premium liquor, shipboard gratuities, 24-hour room service, complimentary movies on demand, etc.), the line includes a selection of shore excursions in every port of call, along with government fees and taxes. Most voyages are offered at 2-for-1 pricing and include free air from 20 North American cities. Air add-ons of \$199 or \$299 are offered from a selection of additional cities.
- In October 2010, Regent Seven Seas Cruises was voted the world's best cruise line in the "large-ship" category in the 2010 *Condé Nast Traveler* readers' poll.
- About the line's **Seven Seas Signature** initiative:
  - The first phase of Regent's *Seven Seas Signature* initiative, completed last year, featured a \$40+ million enhancement of all three vessels. Almost every area of the ships was refurbished, with public rooms being substantially redesigned by the renowned marine architectural firm of Yran and Storbraaten of Oslo, Norway. The updates resulted in a new look that is fresh, elegant and luxurious yet retains the familial warmth and charm for which Regent Seven Seas Cruises is lauded. Additionally, Prime 7, a classic American steakhouse, opened aboard all ships. It features 28-day, dry-aged Prime beef and Maine lobster with traditional sides.
  - In October 2010, the company revolutionized the cruise industry when it announced that guests will receive a free luxury hotel package in connection with every cruise, beginning in April 2011. The package includes complimentary, pre-cruise hotel accommodations, airport-hotel and hotel-ship ground transfers and breakfast prior to check-out.
  - New *Seven Seas Signature* enhancements for 2011 include iPads being provided in all upper-level suites, ideal for surfing the internet, checking e-mail and downloading newspapers. Additionally, menus in the Compass Rose and La Veranda restaurants have been expanded with a greater emphasis placed on showcasing specialties from the regions visited.
- The **2011 Europe Collection** features 2-for-1 fares plus early booking savings of up to of up to \$6,000 per suite.
  - *Seven Seas Mariner* will offer seven- to 14-night cruises to storied ports in the Mediterranean and Greek Isles, departing from Barcelona, Rome, Athens, Istanbul and Venice.
  - *Seven Seas Voyager* visits Scandinavian and Russia capitals on seven- to 12-night voyages in June and July before sailing Southern Europe from August through October; three voyages depart from Southampton.
  - *Seven Seas Voyager* offers five voyages to the most desirable ports of the Mediterranean from October through November, with select voyages offering overnights in Tel Aviv and Luxor.
- The **2011/2012 Winter Collection** features 2-for-1 fares plus additional savings of up to \$6,000 per suite.
  - *Seven Seas Voyager* spends the winter sailing to India, Australia and New Zealand before returning to Europe via Singapore and Dubai. Free pre- and post-cruise land programs are offered on select voyages.
  - *Seven Seas Mariner* sails to the tropics for three voyages roundtrip from Fort Lauderdale. In January 2012, she will operate a 72-night circumnavigation of South America, with segments available. The land of the Incas, the Chilean Fjords, Argentina and Brazil are among the highlights. In March, guests can enjoy a 15-night Mediterranean voyage from Fort Lauderdale to Barcelona.
  - *Seven Seas Navigator* offers 10- to 24-night voyages from Fort Lauderdale including Bermuda, the Eastern and Western Caribbean and the Amazon River before departing the tropics for a full Alaska season.

## ROYAL CARIBBEAN INTERNATIONAL

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**Senior Sales Executive:** Vicki Freed, senior vice president, sales  
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**Spokesperson:** Tracy Quan

### Company Profile

Royal Caribbean International is a global cruise vacation company with 22 ships in service. Royal Caribbean is known for innovative ships offering unexpected features such as a 3-D movie screen, rock-climbing walls, ice-skating rinks, in-line skating tracks, bungee trampolines, boxing rings and surfing simulators. In 2010, the line introduced the second largest and most revolutionary cruise ship in the world, *Allure of the Seas*. *Allure of the Seas* also touts the cruise line's neighborhood concept of seven distinct themed areas, which includes Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. *Allure of the Seas*' also introduced a new partnership with DreamWorks Animation, the first Starbucks at sea and the hit Broadway production *Chicago: The Musical*.

The cruise line appeals to couples, singles and families who want to do, see and experience more on their cruise vacation. Royal Caribbean offers a wide range of activities and amenities for guests of all ages. Its complimentary *Adventure Ocean Youth Program* features programming for kids ages three through 17. In addition, the line's partnership with Fisher-Price, Inc. provides play sessions for infants and toddlers ages six to 36 months and their parents.

Royal Caribbean's *Explorations!* shore excursion program ensures that guests have unforgettable experiences in each port of call. Excursions range from historical and city tours to adventurous outings, including hiking, biking, kayaking, dog sledding, ice climbing, scuba diving, flight-seeing and rappelling.

Royal Caribbean offers itineraries ranging from three to 14 nights in length and takes guests on outstanding adventures to more than 261 destinations throughout the Caribbean, Europe, Alaska, Canada, Mexico, Hawaii, Bermuda, the Panama Canal, Asia, Australia, New Zealand and South America. In addition, the line has two private destinations: CocoCay, a private island in the Bahamas; and Labadee, a beach paradise on the island of Haiti. Royal Caribbean International also offers unique cruisetour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand.

### Cruise Areas & Seasons

- **Seasonal:** Alaska, Hawaii, New England, Canada, Europe, Australia, New Zealand, Asia and South America
- **Year-round:** Caribbean/Bahamas and Europe
- **Spring:** Bermuda, Alaska, Hawaii, Australia, New Zealand, Europe (Mediterranean, British Isles/Norwegian Fjords, Transatlantic, Scandinavia/Russia)
- **Summer:** Bermuda, Alaska, Europe (Mediterranean, British Isles/Norwegian Fjords, Transatlantic, Scandinavia/Russia)
- **Fall:** Bermuda, Canada/New England, Hawaii, Europe (Mediterranean, British Isles/Norwegian Fjords, Transatlantic, Scandinavia/Russia), Asia, Australia, New Zealand and South America
- **Winter:** Hawaii, Mexico (Riviera), Asia, Australia, New Zealand and South America

## Customer Profile

Royal Caribbean typically appeals to couples and singles in their 30s to 50s as well as family vacationers. Guests are active travelers looking to see, do, and experience more on vacation.

| <b>Fleet</b>             |            |         |                       |            |         |
|--------------------------|------------|---------|-----------------------|------------|---------|
| NAME                     | GROSS TONS | BERTHS* | NAME                  | GROSS TONS | BERTHS* |
| Adventure of the Seas    | 137,276    | 3,114   | Mariner of the Seas   | 138,279    | 3,114   |
| Allure of the Seas       | 220,000    | 5,400   | Monarch of the Seas   | 73,937     | 2,390   |
| Brilliance of the Seas   | 90,090     | 2,112   | Navigator of the Seas | 138,279    | 3,114   |
| Enchantment of the Seas  | 82,910     | 2,252   | Oasis of the Seas     | 252,282    | 5,400   |
| Explorer of the Seas     | 137,308    | 3,114   | Radiance of the Seas  | 90,090     | 2,112   |
| Freedom of the Seas      | 154,407    | 3,634   | Rhapsody of the Seas  | 78,491     | 1,998   |
| Grandeur of the Seas     | 73,817     | 1,950   | Serenade of the Seas  | 90,090     | 2,112   |
| Independence of the Seas | 154,407    | 3,634   | Splendour of the Seas | 69,130     | 1,804   |
| Jewel of the Seas        | 90,090     | 2,112   | Vision of the Seas    | 78,340     | 2,000   |
| Legend of the Seas       | 69,130     | 1,804   | Voyager of the Seas   | 137,276    | 3,114   |
| Liberty of the Seas      | 154,407    | 3,634   |                       |            |         |
| Majesty of the Seas      | 74,077     | 2,350   | *Basis Two            |            |         |

## Cruise News to Use in 2011

- *Allure of the Seas* - Launched in December 2010, *Allure of the Seas*' introduced a new partnership with DreamWorks Animation, the first Starbucks at sea and the hit Broadway production *Chicago: The Musical*. It also continues the cruise line's unique neighborhood concept that provides guests with the opportunity to seek out relevant experiences based on their personal style, preference or mood in seven distinct areas of the ship.
- The Royal Advantage is Royal Caribbean International's commitment to continuously contemporize and innovate its vacation offering and deliver the highest the standards of guest satisfaction through Gold Anchor Service. The planned enhancements of five ships - *Radiance of the Seas*, *Splendour of the Seas*, *Oasis of the Seas*, *Liberty of the Seas* and *Freedom of the Seas* - in 2011 will help expand some of the most successful programs that we have launched on our incredible Oasis-class ships to deliver these new 'wows' to more ships in our fleet. Included in the enhancements is the debut of *Saturday Night Fever: The Musical*, the third licensed main-stage musical production at sea for the cruise line aboard *Liberty of the Seas*.
- Europe 2011 marks Royal Caribbean International's biggest ever European deployment with 10 ships slated to sail Baltic and Mediterranean waters and offering 109 unique itineraries, ranging from three to 15 nights and visiting 27 countries and 78 ports. *Liberty of the Seas* will sail her maiden Europe season from Barcelona and *Grandeur of the Seas* will be Royal Caribbean's first ship to homeport at Palma de Mallorca, Spain. *Independence of the Seas* will continue its year-round service from Southampton, U.K. and, with *Liberty of the Seas*, make two Freedom-class ships to sail European waters as the largest and most innovative cruise ships. *Navigator of the Seas*, *Voyager of the Seas*, *Adventure of the Seas*, *Brilliance of the Seas*, and *Splendour of the Seas* will sail a variety of Mediterranean itineraries, while *Jewel of the Seas* and *Vision of the Seas* will ply the Baltic and North seas.
- *Voyager of the Seas*, will homeport in New Orleans making it the largest cruise ship ever to call New Orleans home. Royal Caribbean will make 24 calls from New Orleans during winter 2011-12 and generate more than 75,000 cruise guests per year for the city. It will offer seven-night Western Caribbean cruises from New Orleans departing on Saturdays.
- South America – *Mariner of the Seas* will offer four roundtrip sailings from Sao Paulo (Santos) on a six-night itinerary – the March 5, 2011 voyage coinciding with Brazil's Carnival celebrations – featuring a call at Rio De Janeiro and an overnight at Salvador De Bahia.

## SEABOURN

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**Sales Executive:** Doug Seagle, vice president, sales  
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**Spokesperson:** Bruce Good, director, corporate communications

### Company Profile

Seabourn is consistently ranked among the world's top travel choices by professional critics and the discerning readers of prestigious travel publications such as Departures, Travel + Leisure and Condé Nast Traveler. Its stylish, distinctive cruising vacations are renowned for:

- Six intimate yachts with just 104 or 225 suites
- Unique itineraries visiting must-see cities and hidden gems where larger ships cannot follow
- Intuitive, gracious service provided by a staff passionate about pleasing our guests
- Spacious all-suite accommodations with sweeping ocean views – many with verandas
- Gourmet dining experiences as fine as the best restaurants anywhere
- Fine wines poured with lunch and dinner and open bars throughout the voyage

Carrying just 208 to 450 guests each, Seabourn also offer guests an array of value-packed *Signature Delights* on board, such as open bars including wines, spirits and champagne; soothing *Massage Moments* for guests on deck; cuisine created by renowned celebrity chef Charlie Palmer; designer soaps from Hermes and L'Occitane; *Pure Pampering* suite amenities and therapeutic bathing experiences by Molton Brown, London; *Seabourn to a Tea* fine estate teas and blends served on board; free water sports from the ship's fold-out marina; *Movies Under the Stars*; *Caviar in the Surf* beach barbecues and more. Tipping is neither required nor expected.

Innovative options include Seabourn's *Personal Shopper* excursions with a local expert by private car; *Personal Valet* luggage shipping service from home to suite and back; and a staff of knowledgeable destination experts to help guests plan custom or private arrangements ashore in ports of call.

In 2011, travelers can experience voyages on *Seabourn Quest*, which will debut in June, 2011, *Seabourn Odyssey* which debuted in 2009, as well as *Seabourn Sojourn*, which debuted in London on June 6, 2010.. Hailed as "game-changers for the luxury segment," *Odyssey*, *Sojourn* and *Quest* carry just 450 guests each in 225 ocean-view suites, 90% with private verandas. Among their innovative features is an 11,400-square foot, indoor/outdoor spa facility – the largest on any luxury vessel. They also feature four dining venues, including outdoor casual dining, six bars and lounges and extensive areas of open deck. *Quest* will also sail a 109-day east-bound World Cruise starting in January 2012.

### Cruise Areas & Seasons

- **Summer:** Mediterranean; Scandinavia. Russia; Norwegian Fjords
- **Spring:** South America; India, Arabia; Western Europe; Mediterranean; Caribbean; Panama, Belize, Costa Rica; Transatlantic; Amazon
- **Winter:** Arabia, Thailand, Vietnam; Malaysia; South America; Caribbean; Panama, Belize, Costa Rica
- **Fall:** Western Europe, Mediterranean, Spain, India & Arabia, Transatlantic, North America
- **Christmas Holiday:** Caribbean; Thailand, Vietnam

## **Customer Profile**

Seabourn satisfies an affluent, well-traveled clientele who want the “best of the best” and seek “trophy experiences” in exceptional destinations. Ideal prospects may be frequent guests at exclusive hotels, restaurants, resorts, and upscale tours, who have not considered a cruise vacation because they are unaware of Seabourn’s intimate, ultra-luxury alternative cruising style.

| <b>Fleet</b>           |            |         |
|------------------------|------------|---------|
| NAME                   | GROSS TONS | BERTHS* |
| Seabourn Legend        | 10,000     | 208     |
| Seabourn Odyssey       | 32,000     | 450     |
| Seabourn Pride         | 10,000     | 208     |
| Seabourn Spirit        | 10,000     | 208     |
| Seabourn Sojourn       | 32,000     | 450     |
| NEW SHIP               |            |         |
| Seabourn Quest (06/11) | 32,000     | 450     |
| * Basis two            |            |         |

## **Cruise News to Use in 2011**

- *Seabourn Odyssey* and *Sojourn*— “game-changers for the luxury segment.”
- *Seabourn Quest* debuts in Mediterranean in June 2011
- World’s Best Small-Ship Cruise Line – *Travel + Leisure* 2009 & 2010 “World’s Best Awards.”
- Best Small-Ship Cruise Line – 2010 *Condé Nast Traveler* Readers’ Choice Awards
- Highest-rated cruise line – *Departures* Luxury Survey (AmEx Platinum & Centurion cardmembers).
- *Condé Nast Traveler* Gold List –honored on every annual edition 1994-2010.
- Never an extra charge for alternative dining.
- SM and CDMA mobile phone service lets guests use their own compatible phones and numbers.
- Seabourn’s *Personal Shopper*<sup>SM</sup> shore services with private car and expert shopping guide.
- *Vintage Seabourn*<sup>SM</sup> premium wines pre-purchase program.
- Flat-screen TVs, music system and movies in all guest suites.
- Award-winning Web site features virtual ship tour, videos.
- Innovative small-plates tasting menus nightly at Restaurant 2 – more casual alternative dining.
- Wi-Fi Internet access in all suites and most public areas.
- Exclusive *Personal Valet*<sup>SM</sup> luggage shipping service – from home to suite and back.
- An extra 10 percent Combo Savings above EBS for booking two cruises up to 17 days.
- Grand Voyage Savings of up to 50 percent for combined voyages of 18 or more days.

## SEADREAM YACHT CLUB

601 Brickell Key Drive, Suite 1050  
Miami, Florida, 33131  
(305) 631-6100; (800) 707-4911 (Reservations)  
Web site: [www.SeaDream.com](http://www.SeaDream.com)

**Chief Executive:** Bob Lepisto, President  
**Senior Marketing Executive:** Bob Lepisto, President  
**Senior Sales Executive:** Gretchen Bell, Vice President Sales – The Americas  
**Public Relations Contact:** Adrienne d’Annunzio  
Manager, Corporate Communications & Guest Relations  
(305) 631-6111; [Adannunzio@SeaDream.com](mailto:Adannunzio@SeaDream.com)  
**Spokesperson:** Adrienne d’Annunzio

### Company Profile

SeaDream Yacht Club is the yachting venture by Norwegian entrepreneur Atle Brynstad, who earlier founded Seabourn Cruise Line. In 2001 he founded SeaDream Yacht Club and now serves as its Chairman. Bob Lepisto is President of the Florida-headquartered SeaDream Yacht Club. The company operates *SeaDream I* and *SeaDream II*, twin, ultra-luxury mega-yacht cruisers that operate on mostly seven-day sailings in the Caribbean, the Mediterranean, Northern Europe, Scandinavia and the Baltic. The yachts are not only ideal for discerning travelers seeking an unstructured experience but also for small meetings, incentive groups and individual family gatherings. They are available for full charter. SeaDream Yacht Club has been honored with numerous awards and accolades from authoritative publications worldwide. Highly notable among these is:

The Berlitz Complete Guide to Ocean Cruising and Cruise Ships. Since they began sailing under the SeaDream banner, *SeaDream I* and *II* shared the top Five Star Club award in this renowned guidebook. Berlitz guide author Douglas Ward created a special category--- “Utterly Exclusive”--- for only three vessels he said were above luxury. Of the three, two were *SeaDream I* and *II*.

### Cruise Areas & Seasons

- **Summer:** May through October sail the Mediterranean, Northern Europe, Scandinavia and the Baltic
- **Spring:** Caribbean, Transatlantic
- **Winter:** November through April sail the Caribbean
- **Fall:** Mediterranean, Transatlantic
- **Year-End Holidays:** Caribbean

### Customer Profile

Affluent, sophisticated, active and young at heart. SeaDream guests range in age from 30s to 70s, with the average being 49 years old. Offering mainly 7-night itineraries, it appeals to those experienced cruisers who might still be in the workforce with limited leisure time. Those with more time may combine itineraries into 14-day or longer voyages.

| Fleet       |            |         |
|-------------|------------|---------|
| NAME        | GROSS TONS | BERTHS* |
| SeaDream I  | 4,260      | 112     |
| SeaDream II | 4,260      | 112     |
| * Basis two |            |         |

## **Cruise News to Use in 2011**

- Received Berlitz 5-Star Rating 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010 and 2011
- Awarded “Number One for Service” in 2010 Kreuzfahrt Guide (Germany)
- Named “Best Passenger Yacht Experience” in Porthole Magazine’s 2010, Editor-in-Chief Awards
- Named as having the Best Small Ships (under 200 passengers) in The Zagat Survey 2009
- Received Conde Nast Traveler Gold List 2004, 2005, 2006, and 2007
- Received Travel + Leisure Worlds’ Best Award 2004, 2006 and 2007
- “It’s Yachting, Not Cruising”
  - Inclusive
  - Gourmet dining
  - Exquisite service
  - Flexible schedules and itineraries
  - Intimate ports-of-call
  - Overnight stays in key ports
  - No formal dress code – yacht casual attire
  - SeaDream Spa – 8 Thai massage therapists
  - “Caviar and Champagne Splash” (This is a proprietary designation)
  - Balinese DreamBeds
  - Water sports marina – wave runners, sail boats, water skiing, kayaks
  - Mountain bikes, golf simulator
  - Gratuities included
- Exciting Transatlantic voyages with guest lecturers.
- Intimate ports-of-call that larger cruise ships cannot reach.

## SILVERSEA CRUISES

110 East Broward Boulevard  
Fort Lauderdale, FL 33301  
(954) 522-4477; (800) 722-9955  
Web site: www.silversea.com

**Chief Executive:** Kenneth Watson, chief operating officer  
**Senior Marketing Executive:** Linda Schultes, vice president, worldwide marketing  
**Senior Sales Executive:** Steve Tucker, vp, field sales, North America  
**Public Relations Contact:** Brad Ball, director, media relations, The Americas  
(954) 713-4030; bradb@silversea.com  
**Spokesperson:** Brad Ball

### Company Profile

Silversea is a cruise company reflecting generations of maritime and travel experience. In the early 1990s, the Lefebvre family of Rome, former owners of Sitmar Cruises, conceived and organized a unique cruise company pledging to build and operate the highest quality ships in the ultra-luxury segment. The name "Silversea" was chosen because it connotes quality and luxury as well as capturing the romance and special sensations of the sea.

Silversea launched its first ship, *Silver Cloud*, in 1994, followed by *Silver Wind* in 1995, *Silver Shadow* in 2000 and *Silver Whisper* in 2001. The fleet was purpose-built for the ultra-luxury market, establishing a new class of smaller, intimate vessels that could slip into more exotic ports off the beaten path. These elite vessels were specifically designed for fewer guests, more space and the highest levels of personalized service, delivered by Italian officers and European staff. All-ocean view suites, most with private veranda, and open seating dining options so guests dine when, where and with whom they desire, add to the very special ambiance created onboard. But what is also unique is that they incorporate the favorite amenities found on larger ships, such as an elaborate show lounge featuring nightly entertainment, casino, spa and state-of-the-art fitness facility.

Silversea has been voted "World's Best" by the readers of *Condé Nast Traveler* (nine times), *Travel & Leisure* (seven times), and rated Number-One luxury cruise line by high-net-worth consumers in the 2008 Luxury Brand Status Index.

The company's first expedition ship, *Prince Albert II*, debuted in June 2008, heralding the beginning of a new mode in exploration cruising -- where an ultra-luxurious ambiance is just as important as an exotic and enriching itinerary. December 2009 marked the arrival of *Silver Spirit*, a new 36,000-GRT, 540-guest, ultra-luxury vessel that serves as the flagship of Silversea's six-ship fleet.

### Cruise Areas & Seasons

- Mediterranean (Spring/Summer/Fall)
- Northern Europe, Baltic & Arctic Circle (Summer)
- Far East & South Pacific (Winter/Spring)
- South America & Antarctica (Fall/Winter)
- Alaska & Pacific Coast (Summer)
- Amazon, Caribbean & Panama Canal (Fall/Winter/Spring)
- Africa & India (Fall/Winter)
- Australia & New Zealand (Winter)

### Customer Profile

Affluent travelers accustomed to the finest hotel and resort accommodations. Travelers interested in experiencing enriching adventures and intriguing destinations, in an atmosphere of luxurious comfort and gracious service.

| Fleet            |            |         |                |            |         |
|------------------|------------|---------|----------------|------------|---------|
| NAME             | GROSS TONS | BERTHS* | NAME           | GROSS TONS | BERTHS* |
| Prince Albert II | 6,072      | 132     | Silver Spirit  | 36,000     | 540     |
| Silver Cloud     | 16,800     | 296     | Silver Whisper | 28,258     | 382     |
| Silver Shadow    | 28,258     | 382     | Silver Wind    | 17,400     | 298     |
| * Basis Two      |            |         |                |            |         |

## **Cruise News to Use in 2011**

### **Silver Whisper Completes Major Refurbishment**

*Silver Whisper* completed a major refurbishment where extensive renovations were made to most areas of the ultra-luxury ship. Echoing the sophisticated contemporary design themes and warm colour palettes of Silversea's newest ship, *Silver Spirit*, some of the highlights of the *Silver Whisper* makeover include:

**New Look for Suites:** All carpets, headboards and curtains were completely replaced. The sofas and chairs feature new upholstery. Each suite has a new mattress custom-made exclusively for Silversea. The mattress features an individual spring system with a soft and firm side that can be reversed to suit each guest's preference. There is also a new memory foam pillow top that covers the mattress when configured as a queen-sized bed.

And in the larger suites (Owner's, Grand, Royal and Silver), the veranda furniture was replaced and a new state-of-the-art home audio system added. The Owner's, Grand and Royal Suites are outfitted with Bang & Olufsen's BeoSound 3200 radio and CD player, and the Silver Suites have BeoSound 1, which features a CD and radio integrated into a speaker. All suites also feature new alarm clocks with iPod docks

**Refreshed Public Areas:** La Terrazza, the Panorama Lounge, Reception area, Spa, Card Room and Conference Room received new upholstery, carpeting, curtains and wall treatments. New carpet was laid in the Observation Lounge and new wood flooring in the Spa. The Restaurant's hardwood floor was completely reconditioned and polished and the chairs dressed in new upholstery. An upgraded sound system was added to the Show Lounge, Panorama Lounge and La Terrazza. New carpet was installed in all corridors, landings and staircases.

**Upgraded Outdoor Spaces:** The jogging track features all-new artificial turf, and the pool area has been outfitted with new deck furniture, plus a new sound and light system for evening entertainment and outdoor shows. The pool itself has been upgraded inside and out with new tiles. A large awning was installed over the outdoor dining section of La Terrazza. And the Pool Grill, sporting a new awning as well, will become The Grill for evening dining featuring the popular new Black Rock cooking concept that debuted aboard *Silver Spirit*.

### **Silversea Unveils Redesigned Website With Enhanced Functionality**

Silversea Cruises has launched a dramatically redesigned website ([www.silversea.com](http://www.silversea.com)). With special effects designed to capture the essence of luxury travel, the site opens to a muted-silver seascape that comes alive when colorful animated photography fades in and out -- as if being revealed by a curtain drawing across a stage. From there, images by award-winning photographer Dana Neibert further reinforce the Silversea brand image by creating an ambiance of style and sophistication that is carried throughout the site.

Visitors can readily navigate the new site by clicking on tabs that offer information on destinations, ships, services, programs, special offers and more. New animated itinerary maps are complemented by up-to-date port descriptions supplied by Fodor's Travel, one of the world's leading providers of travel information. And a new interactive deck plan tool enables visitors to view ship details, images, three-dimensional suite diagrams and 360-degree virtual tours.

The redesigned Silversea Expeditions microsite ([www.silversea.com/expeditions](http://www.silversea.com/expeditions)) displays a distinct look and feel unique to the expedition brand. Exciting new images and videos of the *Prince Albert II* in Antarctica, the Arctic, Central and South America offer visitors a glimpse into the amazing world of expedition cruising. Other improvements include an enhanced Voyage Journal section located on the home page, expanded Expedition Team section with profiles and schedules, and the debut of the Silversea Expeditions Blog, providing regularly updated news, commentary and expedition highlights.

## UNIWORLD BOUTIQUE RIVER CRUISE COLLECTION

17323 Ventura Boulevard  
Los Angeles, CA 91316  
(818) 382-7820; (800) 733-7820  
Web site: [www.uniworld.com](http://www.uniworld.com)  
E-mail: [info@uniworld.com](mailto:info@uniworld.com)

**Chief Executive:** Guy Young, president and CEO  
**Senior Marketing Executive:** Maria Grimardi, vice president, marketing  
**Senior Sales Executive:** Janice Tully, CTIE, sr. vice president, sales  
**Public Relations Contact:** Arnelle Kendall, public relations  
(561) 659-2174; [arnellek@aol.com](mailto:arnellek@aol.com)  
**Spokespersons:** Guy Young, Maria Grimardi, Janice Tully

### Company Profile

Uniworld River Cruises Inc., headquartered in Los Angeles, was founded in 1976 and was the first river cruise company to focus on the North American traveler. The introduction of all English-speaking river cruises, meals catering to the North American market, pre- and post-extension land programs—all standard offerings today—were the result of innovations introduced by Uniworld. In addition, Uniworld was the first cruise operator to enter many new destinations, including Russia, Ukraine, and Portugal. The company was acquired by The Travel Corporation, a highly successful and diversified travel company, in 2004.

With the financial backing of The Travel Corporation, Uniworld has and continues to make significant capital investments in new ships, product upgrades, and innovative program enhancements. Uniworld opened an office in Basel, Switzerland, as well as satellite offices in the Netherlands and France to ensure complete control over every aspect of product delivery: nautical, hospitality, and land operations. While many of Uniworld's competitors subcontract out their operations, Uniworld made the decision to invest heavily in owning and operating the majority of its ships, which allows the company to have complete control over its entire operation.

Uniworld has a fleet of nine company-owned and operated ships in Europe, as well as charter partnerships in Egypt, Portugal, and China. Uniworld's fleet has been designed and decorated by the Red Carnation Hotel Collection design team. Red Carnation is an award-winning five-star luxury boutique hotel collection and a sister company to Uniworld. Uniworld also collaborates with Red Carnation in the areas of hospitality training and management, food and beverage services, and quality control programs. With the synergies between the two companies, Uniworld has positioned itself as a boutique hotel-style cruise company.

Uniworld's guests enjoy an intimate, boutique hotel-style experience onboard luxuriously appointed river cruise ships with five-star inclusions. With an average capacity of 134 guests and a ratio of one highly trained crew member to every three guests, Uniworld provides award-winning services and has been recognized as one of the world's best small ship cruise lines in surveys published by both Conde Nast Traveler and Travel + Leisure. Uniworld's superb food and beverage program—recently awarded by Zagat as the only river cruise company to receive high standards in dining—has been created by Bernhard Zorn, Uniworld's certified Global Master Chef, who ensures his team of world-class chefs prepare a wonderful selection of dishes using fresh local produce available from the destinations of each itinerary. Further, Uniworld collaborates with a renowned sommelier in England on its wine program. Onshore, Uniworld ensures the best quality included excursions hosted by expert English-speaking local guides who use state-of-the-art Quietvox headset systems to enhance guests' sightseeing experience. All of Uniworld's itineraries and excursions are planned by Uniworld employees who physically investigate every aspect of each itinerary to ensure the highest level of delivery throughout each cruise.

### Cruise Areas & Seasons

Uniworld currently offers over 500 departures on 40 itineraries sailing on 11 rivers in 19 countries throughout

Europe, Russia, Egypt, and China.

### **Customer Profile**

Uniworld’s clientele is a mix of educated and experienced travelers along with a growing number of younger couples and individuals with interests in culture, history, food/wine, and the arts.

| <b>Fleet</b>       |            |         |                |            |         |
|--------------------|------------|---------|----------------|------------|---------|
| NAME               | GROSS TONS | BERTHS* | NAME           | GROSS TONS | BERTHS* |
| Douro Queen        | N/A        | 126     | River Empress  | N/A        | 134     |
| River Ambassador   | N/A        | 128     | River Princess | N/A        | 132     |
| River Beatrice     | N/A        | 162     | River Queen    | N/A        | 132     |
| River Baroness     | N/A        | 128     | River Royale   | N/A        | 132     |
| River Countess     | N/A        | 160     | River Tosca    | N/A        | 41      |
| River Duchess      | N/A        | 134     |                |            |         |
| * <i>Basis Two</i> |            |         |                |            |         |

### **Cruise News to Use in 2011**

#### **Three NEW Boutique River Cruise Ships in 2011**

- *River Antoinette*: The most luxurious ship to sail the Rhine River, with extra spacious staterooms and suites, is yours to explore on our “Castles along the Rhine” itinerary. Setting a new standard in river cruising innovation, the *River Antoinette* offers top deck suites with full open-air private balconies that, with the touch of a switch, will raise the glass to create a completely enclosed conservatory. Additional unique facilities include a heated swimming pool and a beautiful sky lounge, the Leopard Lounge, on the sun deck—all of which are designed to enhance the comfort of your stay.
- *Douro Spirit*: The newest and most luxurious ship to sail along Portugal and Spain’s beautiful UNESCO World Heritage-designated Douro River Valley.
- *River Victoria*: This ship will undergo a complete refurbishment creating large size staterooms and suites—many with full balconies—resulting in one of the most luxurious ships sailing the Volga River.

#### **NEWLY Remodeled Boutique River Cruise Ships**

Between the 2009 and 2011 seasons, Uniworld will have completely remodeled our entire fleet. While each ship has its own distinct style and personality, they are all designed with the same thoughtful signature touches, including luxurious décor, modern conveniences, and fine amenities. *River Ambassador*, *River Baroness*, and *River Princess* will be the final three ships to be remodeled for the 2011 season.

#### **Five NEW Europe Boutique River Cruise Itineraries**

- Treasures of Prague, the Rhine & the Main | 10 Days | Cologne to Nuremberg
- Imperial Capitals of Europe | 15 Days | Istanbul to Vienna
- Grand European River Voyage | 27 Days | Amsterdam to Istanbul
- Grand European Odyssey | 31 Days | Paris to Istanbul
- Classic Christmas Markets | 8 Days | Nuremberg to Frankfurt

#### **Two NEW Optional Pre- and Post-Cruise Extensions**

- Aix-en-Provence | 3 Days
- Berlin | 4 Days

#### **Multigenerational Family-Friendly Program with four special dates during the summer months on:**

- Paris & Normandy | 8 Days | Paris to Paris
- Treasures of Prague, the Rhine & the Main | 10 Days | Cologne to Prague

## WINDSTAR CRUISES

2101 4<sup>th</sup> Avenue, Suite 210  
Seattle, WA 98121  
(206) 292-9606; 1-800-258-SAIL (7245)  
Web site: [www.windstarcruises.com](http://www.windstarcruises.com)

**Chief Executive:** Hans Birkholz, CEO of Ambassadors International Inc. & Windstar Cruises  
**Senior Sales Executive:** Brian Clement, vice president, sales  
**Senior Marketing Executive:** Joe Duckett, vice president, marketing and guest services  
**Public Relations Contacts:** Vanessa Bloy, director, public relations  
(206) 733-2970; [vanessa.bloy@windstarcruises.com](mailto:vanessa.bloy@windstarcruises.com)  
**Spokesperson:** Vanessa Bloy

### Company Profile

Windstar Cruises operates three sailing yachts known for their ability to visit hidden harbors and secluded coves of the world's most treasured destinations. Carrying just 148 to 312 guests, the luxurious ships of Windstar cruise to nearly 50 nations, calling at 100 ports throughout Europe, the Caribbean and the Americas. The company's cruise vacations offer a seaside window on the world, combining the relaxed refinement of a luxury hotel with a moveable feast of cultural experiences. Seattle-based Windstar is a division of Ambassadors International Cruise Group, LLC, a wholly-owned subsidiary of Ambassadors Cruise Group, LLC.

Sailing under the banner of its appropriate tag line "180 Degrees From Ordinary," Windstar was created with the vision to offer an alternative to the typical cruise or resort vacation. Well known for cruising off the beaten path, the upscale line visits exotic locales and hidden harbors that larger ships cannot access.

Windstar's distinctive four- and five-masted ships – the Wind Star, Wind Spirit and Wind Surf – will again be sailing some of the world's most beautiful waters, with strong presences in the Caribbean, Costa Rica, Panama Canal and Europe, including the Mediterranean, Greek Islands and the Baltic. In addition, the Wind Star, Wind Spirit and Wind Surf will operate Transatlantic voyages of 14 days each for guests who wish to experience the unique thrill of crossing an ocean in a spectacular sailing ship.

Windstar's unique concept of sailing has led the cruise industry in the luxury small ship, casual attire and alternative dining arenas. Pioneering and refining these concepts has earned Windstar an excellent reputation and market niche, winning the allegiance of a whole new generation of contemporary cruise vacationers, one-third of whom are first-time cruisers.

### Cruise Areas & Seasons

- **Fall:** Europe, Greek Isles, Holy Lands, Transatlantic
- **Winter:** Costa Rica, Caribbean, Panama Canal
- **Spring:** Costa Rica, Caribbean, Panama Canal, Transatlantic
- **Summer:** Europe, Greek Isles

### Customer Profile

Windstar passengers seek upscale luxury accommodations, but desire a casually elegant atmosphere. Cruisers range in age from 40s to 70s, average income \$175,000-plus. They are professionals, experienced travelers and first-time cruisers. Windstar is couples-oriented, perfect for honeymooners, anniversary celebrants and adult family reunions. Windstar handles a good amount of charter and incentive travel business each year.

| Fleet       |            |         |
|-------------|------------|---------|
| NAME        | GROSS TONS | BERTHS* |
| Wind Spirit | 5,703      | 148     |
| Wind Star   | 5,703      | 148     |
| Wind Surf   | 14,745     | 312     |
| * Basis two |            |         |

### **Cruise News to Use in 2011**

- In 2011 and 2012, Windstar Cruises premieres a new collection of diverse itineraries which are truly extraordinary voyages to enchanting destinations. Windstar's 2011 and Winter 2012 season include new Baltic, Holy Land, European, Costa Rica, Caribbean and Transatlantic voyages. *Wind Surf* will also return to the Greek Isles offering 7-day sailings between Athens and Istanbul for the first time in 6 years.
- Windstar's popular Signature Collection Host Series returns offering guests a unique opportunity to travel with luminaries in the world of winemaking, culinary arts, photography, gardening and wealth management. Guests can taste and learn about wines from top winemakers Daniel Baron of Silver Oak Cellars; Chris Figgins of Leonetti Cellar; Tor and Susan Kenward of Tor Kenward Family Wines; Bob Iantosca of Gloria Ferrer and Julia Iantosca of Lasseter Family Winery; as well as David Gianulias and Todd Rustman of Levendi Winery. Chef Fabio Viviani of Firenze Osteria and fan favorite of "Top Chef" season five will delight food connoisseurs with his culinary arts. Guests will discover the art of photography with celebrity and travel photographer John Russo. Garden designer Anthea Guthrie will share her passion for gardening and design tips. And, Todd Rustman will discuss the principles of wealth management.
- Windstar recently completed its latest phase of its Degrees of Difference initiative featuring added amenities and enhancements to its luxurious ships in the areas of dining, accommodations, entertainment, spa, fitness and shore excursions. With this latest initiative, Windstar raises the bar, delivering a vacation experience that is "180 Degrees from Ordinary." The Restaurant menus on all three ships are reinvigorated with innovative new dishes from land and sea, bringing the flavors of the world to guest plates. This unique culinary dining experience exhibits flavors of the destinations that Windstar Cruises visits. *Wind Surf's* alternative restaurant Degrees features a new rotating menu reflecting the fresh and seasonal preparations of Mediterranean cooking. The menu highlights Mediterranean Rim cuisines showcasing the use of authentic ingredients and simple techniques. *Wind Surf's* Yacht Club offers a selection of luscious California, Washington, Oregon, New Zealand and Australian wines by the glass. For those looking for a retreat for the mind, body and soul, Windstar has introduced relaxing spa suites on *Wind Surf*. Spa suites feature special bedding and linens, spa amenities, and credits for certified organic spa services and fitness classes in WindSpa provided by The OnboardSpa Company's O SPA London. All guests are able to enjoy new rejuvenating poolside spa treatments that take pampering to a whole new level. *Wind Surf's* Fitness Center and *Wind Star* and *Wind Spirit's* Gyms have received new state-of-the-art fitness equipment including weight machines, treadmills, bikes and stair climbers from Technogym, a world leader in the design of fitness equipment.
- Complimentary watersports platform available on all ships when ship is at anchor, and is subject to weather conditions and local restrictions. Offerings include: water skiing, kayaking, sailing, ski-tubing and windsurfing. Scuba diving adventures available for a fee. Guests may check out snorkeling gear to use at beaches or on shore excursions.

**AMA WATERWAYS**

ms Amabella  
ms Amacello  
ms Amadagio  
ms Amadante  
ms Amadolce  
ms Amakatarina  
ms Amalegro  
ms Amalotus  
ms Amalyra  
ms Amaverde  
ms La Marguerite  
ms Swiss Pearl

**AMERICAN CRUISE LINES**

American Glory  
American Spirit  
American Star  
Independence  
Mississippi Riverboat (08/12)  
Queen of the West

**AVALON WATERWAYS**

Avalon Affinity  
Avalon Creativity  
Avalon Felicity  
Avalon Imagery  
Avalon Luminary  
Avalon Panorama  
Avalon Scenery  
Avalon Tapestry  
Avalon Tranquility  
M/V Santa Cruz  
Royal Lotus  
Victoria Anna  
Victoria Jenna

**AZAMARA CLUB CRUISES**

Azamara Journey  
Azamara Quest

**CARNIVAL CRUISE LINES**

Carnival Breeze (spring 2012)  
Carnival Conquest  
Carnival Destiny  
Carnival Dream  
Carnival Ecstasy

Carnival Elation  
Carnival Fantasy  
Carnival Fascination  
Carnival Freedom  
Carnival Glory  
Carnival Imagination  
Carnival Inspiration  
Carnival Legend  
Carnival Liberty  
Carnival Magic (05/11)  
Carnival Miracle  
Carnival Paradise  
Carnival Pride  
Carnival Sensation  
Carnival Spirit  
Carnival Splendor  
Carnival Triumph  
Carnival Valor  
Carnival Victory

#### **CELEBRITY CRUISES**

Celebrity Century  
Celebrity Constellation  
Celebrity Eclipse  
Celebrity Equinox  
Celebrity Infinity  
Celebrity Mercury  
Celebrity Millennium  
Celebrity Reflection (2012)  
Celebrity Silhouette (2011)  
Celebrity Solstice  
Celebrity Summit  
Celebrity Xpedition

#### **COSTA CRUISES**

Costa Allegra  
Costa Atlantica  
Costa Classica  
Costa Concordia  
Costa Deliziosa  
Costa Fascinosa (spring 2012)  
Costa Favolosa (summer 2011)  
Costa Fortuna  
Costa Luminosa  
Costa Magica  
Costa Marina  
Costa Mediterranea  
Costa Pacifica  
Costa Romantica  
Costa Serena

|                             |  |
|-----------------------------|--|
|                             | Costa Victoria   |
| <b>CRYSTAL CRUISES</b>      | Crystal Serenity<br>Crystal Symphony   |
| <b>CUNARD LINE</b>          | Queen Elizabeth<br>Queen Mary 2<br>Queen Victoria  |
| <b>DISNEY CRUISE LINE</b>   | Disney Dream (2011)<br>Disney Fantasy (2012)<br>Disney Magic<br>Disney Wonder  |
| <b>HOLLAND AMERICA LINE</b> | Amsterdam<br>Eurodam<br>Maasdam<br>Nieuw Amsterdam<br>Noordam<br>Oosterdam<br>Prinsendam<br>Rotterdam<br>Ryndam<br>Statendam<br>Veendam<br>Volendam<br>Westerdam<br>Zaandam<br>Zuiderdam |
| <b>HURTIGRUTEN</b>          | Fram<br>Kong Harald<br>Lofoten<br>Midnatsol<br>Nordkapp<br>Nordlys<br>Nordnorge<br>Nordstjernen<br>Polarlys<br>Richard With<br>Trollfjord<br>Vesteralen                                  |
| <b>MSC CRUISES</b>          | MSC Armonia<br>MSC Divina (05/12)<br>MSC Fantasia<br>MSC Lirica<br>MSC Magnifica   |

MSC Melody  
MSC Musica  
MSC Opera  
MSC Orchestra  
MSC Poesia  
MSC Sinfonia  
MSC Splendida

**NORWEGIAN CRUISE LINE**

Norwegian Dawn  
Norwegian Epic  
Norwegian Gem  
Norwegian Jade  
Norwegian Jewel  
Norwegian Pearl  
Norwegian Sky  
Norwegian Spirit  
Norwegian Star  
Norwegian Sun  
Pride of America  
Unnamed (spring 2013)  
Unnamed (spring 2014)

**OCEANIA CRUISES**

Insignia  
Marina (01/11)  
Nautica  
Regatta  
Riviera (04/12)

**PAUL GAUGUIN CRUISES**

ms Paul Gauguin

**PEARL SEAS CRUISES**

Pearl Mist (2011)

**PRINCESS CRUISES**

Caribbean Princess  
Coral Princess  
Crown Princess  
Dawn Princess  
Diamond Princess  
Emerald Princess  
Golden Princess  
Grand Princess  
Island Princess  
Ocean Princess  
Pacific Princess  
Royal Princess  
Ruby Princess  
Sapphire Princess  
Sea Princess  
Star Princess

Sun Princess  
Unnamed (spring 2013)  
Unnamed (spring 2014)

**REGENT SEVEN SEAS CRUISES**

Seven Seas Mariner  
Seven Seas Navigator  
Seven Seas Voyager

**ROYAL CARIBBEAN INTERNATIONAL**

Adventure of the Seas  
Allure of the Seas  
Brilliance of the Seas  
Enchantment of the Seas  
Explorer of the Seas  
Freedom of the Seas  
Grandeur of the Seas  
Independence of the Seas  
Jewel of the Seas  
Legend of the Seas  
Liberty of the Seas  
Majesty of the Seas  
Mariner of the Seas  
Monarch of the Seas  
Navigator of the Seas  
Oasis of the Seas  
Radiance of the Seas  
Rhapsody of the Seas  
Serenade of the Seas  
Splendour of the Seas  
Vision of the Seas  
Voyager of the Seas

**SEABOURN**

Seabourn Legend  
Seabourn Odyssey  
Seabourn Pride  
Seabourn Quest (06/11)  
Seabourn Sojourn  
Seabourn Spirit

**SEADREAM YACHT CLUB**

SeaDream I  
SeaDream II

**SILVERSEA CRUISES**

Prince Albert II  
Silver Cloud  
Silver Shadow  
Silver Spirit  
Silver Whisper  
Silver Wind

**UNIWORLD BOUTIQUE RIVER CRUISE COLLECTION**

Douro Queen

River Ambassador  
River Baroness  
River Beatrice  
River Countess  
River Duchess  
River Empress  
River Princess  
River Queen  
River Royale  
River Tosca

**WINDSTAR CRUISES**

Wind Spirit  
Wind Star  
Wind Surf

## THE CLIA FLEET

## By Ship

As of January 1, 2011

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|                               |                               |
|-------------------------------|-------------------------------|
| Adventure of the Seas         | Royal Caribbean International |
| Allure of the Seas            | Royal Caribbean International |
| American Glory                | American Cruise Lines         |
| American Spirit               | American Cruise Lines         |
| American Star                 | American Cruise Lines         |
| Amsterdam                     | Holland America Line          |
| Avalon Affinity               | Avalon Waterways              |
| Avalon Creativity             | Avalon Waterways              |
| Avalon Felicity               | Avalon Waterways              |
| Avalon Imagery                | Avalon Waterways              |
| Avalon Luminary               | Avalon Waterways              |
| Avalon Panorama               | Avalon Waterways              |
| Avalon Scenery                | Avalon Waterways              |
| Avalon Tapestry               | Avalon Waterways              |
| Avalon Tranquility            | Avalon Waterways              |
| Azamara Journey               | Azamara Club Cruises          |
| Azamara Quest                 | Azamara Club Cruises          |
| Brilliance of the Seas        | Royal Caribbean International |
| Caribbean Princess            | Princess Cruises              |
| Carnival Breeze (spring 2012) | Carnival Cruise Lines         |
| Carnival Conquest             | Carnival Cruise Lines         |
| Carnival Destiny              | Carnival Cruise Lines         |
| Carnival Dream                | Carnival Cruise Lines         |
| Carnival Ecstasy              | Carnival Cruise Lines         |
| Carnival Elation              | Carnival Cruise Lines         |
| Carnival Fantasy              | Carnival Cruise Lines         |
| Carnival Fascination          | Carnival Cruise Lines         |
| Carnival Freedom              | Carnival Cruise Line          |
| Carnival Glory                | Carnival Cruise Lines         |
| Carnival Imagination          | Carnival Cruise Lines         |
| Carnival Inspiration          | Carnival Cruise Lines         |
| Carnival Legend               | Carnival Cruise Lines         |
| Carnival Liberty              | Carnival Cruise Lines         |
| Carnival Magic (05/11)        | Carnival Cruise Lines         |
| Carnival Miracle              | Carnival Cruise Lines         |
| Carnival Paradise             | Carnival Cruise Lines         |
| Carnival Pride                | Carnival Cruise Lines         |
| Carnival Sensation            | Carnival Cruise Lines         |
| Carnival Spirit               | Carnival Cruise Lines         |
| Carnival Splendor             | Carnival Cruise Lines         |
| Carnival Triumph              | Carnival Cruise Lines         |

|                               |                               |
|-------------------------------|-------------------------------|
| Carnival Valor                | Carnival Cruise Lines         |
| Carnival Victory              | Carnival Cruise Lines         |
| Celebrity Century             | Celebrity Cruises             |
| Celebrity Constellation       | Celebrity Cruises             |
| Celebrity Eclipse             | Celebrity Cruises             |
| Celebrity Equinox             | Celebrity Cruises             |
| Celebrity Infinity            | Celebrity Cruises             |
| Celebrity Mercury             | Celebrity Cruises             |
| Celebrity Millennium          | Celebrity Cruises             |
| Celebrity Reflection (2012)   | Celebrity Cruises             |
| Celebrity Silhouette (2011)   | Celebrity Cruises             |
| Celebrity Solstice            | Celebrity Cruises             |
| Celebrity Summit              | Celebrity Cruises             |
| Celebrity Xpedition           | Celebrity Cruises             |
| Coral Princess                | Princess Cruises              |
| Costa Allegra                 | Costa Cruises                 |
| Costa Atlantica               | Costa Cruises                 |
| Costa Classica                | Costa Cruises                 |
| Costa Concordia               | Costa Cruises                 |
| Costa Deliziosa               | Costa Cruises                 |
| Costa Fascinosa (spring 2012) | Costa Cruises                 |
| Costa Favolosa (summer 2011)  | Costa Cruises                 |
| Costa Fortuna                 | Costa Cruises                 |
| Costa Luminosa                | Costa Cruises                 |
| Costa Magica                  | Costa Cruises                 |
| Costa Marina                  | Costa Cruises                 |
| Costa Mediterranea            | Costa Cruises                 |
| Costa Pacifica                | Costa Cruises                 |
| Costa Romantica               | Costa Cruises                 |
| Costa Serena                  | Costa Cruises                 |
| Costa Victoria                | Costa Cruises                 |
| Crown Princess                | Princess Cruises              |
| Crystal Serenity              | Crystal Cruises               |
| Crystal Symphony              | Crystal Cruises               |
| Dawn Princess                 | Princess Cruises              |
| Diamond Princess              | Princess Cruises              |
| Disney Dream (2011)           | Disney Cruise Line            |
| Disney Fantasy (2012)         | Disney Cruise Line            |
| Disney Magic                  | Disney Cruise Line            |
| Disney Wonder                 | Disney Cruise Line            |
| Douro Queen                   | Uniworld River Cruises, Inc.  |
| Emerald Princess              | Princess Cruises              |
| Enchantment of the Seas       | Royal Caribbean International |
| Eurodam                       | Holland America Line          |
| Explorer of the Seas          | Royal Caribbean International |
| Fram                          | Hurtigruten                   |
| Freedom of the Seas           | Royal Caribbean International |

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|-------------------------------|-------------------------------|
| Golden Princess               | Princess Cruises              |
| Grand Princess                | Princess Cruises              |
| Grandeur of the Seas          | Royal Caribbean International |
| Independence                  | American Cruise Line          |
| Independence of the Seas      | Royal Caribbean International |
| Insignia                      | Oceania Cruises               |
| Island Princess               | Princess Cruises              |
| Jewel of the Seas             | Royal Caribbean International |
| Kong Harald                   | Hurtigruten                   |
| Legend of the Seas            | Royal Caribbean International |
| Liberty of the Seas           | Royal Caribbean International |
| Lofoten                       | Hurtigruten                   |
| Maasdam                       | Holland America Line          |
| Majesty of the Seas           | Royal Caribbean International |
| Marina (01/11)                | Oceania Cruises               |
| Mariner of the Seas           | Royal Caribbean International |
| Midnatsol                     | Hurtigruten                   |
| Mississippi Riverboat (08/12) | American Cruise Lines         |
| Monarch of the Seas           | Royal Caribbean International |
| Ms Amabella                   | AMA Waterways                 |
| ms Amacello                   | AMA Waterways                 |
| ms Amadagio                   | AMA Waterways                 |
| ms Amadante                   | AMA Waterways                 |
| ms Amadolce                   | AMA Waterways                 |
| ms Amadouro                   | AMA Waterways                 |
| ms Amakatarina                | AMA Waterways                 |
| ms Amalotus                   | AMA Waterways                 |
| ms Amalyra                    | AMA Waterways                 |
| ms Amaverde                   | AMA Waterways                 |
| ms La Marguerite              | AMA Waterways                 |
| ms Paul Gauguin               | Paul Gauguin Cruises          |
| ms Swiss Pearl                | AMA Waterways                 |
| MSC Armonia                   | MSC Cruises                   |
| MSC Divina (05/12)            | MSC Cruises                   |
| MSC Fantasia                  | MSC Cruises                   |
| MSC Lirica                    | MSC Cruises                   |
| MSC Magnifica                 | MSC Cruises                   |
| MSC Melody                    | MSC Cruises                   |
| MSC Musica                    | MSC Cruises                   |
| MSC Opera                     | MSC Cruises                   |
| MSC Orchestra                 | MSC Cruises                   |
| MSC Poesia                    | MSC Cruises                   |
| MSC Sinfonia                  | MSC Cruises                   |
| MSC Splendida                 | MSC Cruises                   |
| M/V Santa Cruz                | Avalon Waterways              |
| Nautica                       | Oceania Cruises               |
| Navigator of the Seas         | Royal Caribbean International |

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|----------------------|---|
| Nieuw Amsterdam      | Holland America Line                      |
| Noordam              | Holland America Line                      |
| Nordkapp             | Hurtigruten                               |
| Nordlys              | Hurtigruten                               |
| Nordnorge            | Hurtigruten                               |
| Nordstjernen         | Hurtigruten                               |
| Norwegian Dawn       | Norwegian Cruise Line                     |
| Norwegian Epic       | Norwegian Cruise Line                     |
| Norwegian Gem        | Norwegian Cruise Line                     |
| Norwegian Jade       | Norwegian Cruise Line                     |
| Norwegian Jewel      | Norwegian Cruise Line                     |
| Norwegian Pearl      | Norwegian Cruise Line                     |
| Norwegian Sky        | Norwegian Cruise Line                     |
| Norwegian Spirit     | Norwegian Cruise Line                     |
| Norwegian Star       | Norwegian Cruise Line                     |
| Norwegian Sun        | Norwegian Cruise Line                     |
| Oasis of the Seas    | Royal Caribbean International             |
| Ocean Princess       | Princess Cruises                          |
| Oosterdam            | Holland America Line                      |
| Pacific Princess     | Princess Cruises                          |
| Pearl Mist (2011)    | Pearl Seas Cruises                        |
| Polarlys             | Hurtigruten                               |
| Pride of America     | Norwegian Cruise Line                     |
| Prince Albert II     | Silversea Cruises                         |
| Prinsendam           | Holland America Line                      |
| Queen Elizabeth      | Cunard Line                               |
| Queen Mary 2         | Cunard Line                               |
| Queen of the West    | American Cruise Lines                     |
| Queen Victoria       | Cunard Line                               |
| Radiance of the Seas | Royal Caribbean International             |
| Regatta              | Oceania Cruises                           |
| Rhapsody of the Seas | Royal Caribbean International             |
| Richard With         | Hurtigruten                               |
| River Ambassador     | Uniworld Boutique River Cruise Collection |
| River Baroness       | Uniworld Boutique River Cruise Collection |
| River Beatrice       | Uniworld Boutique River Cruise Collection |
| River Countess       | Uniworld Boutique River Cruise Collection |
| River Duchess        | Uniworld Boutique River Cruise Collection |
| River Empress        | Uniworld Boutique River Cruise Collection |
| River Princess       | Uniworld Boutique River Cruise Collection |
| River Queen          | Uniworld Boutique River Cruise Collection |
| River Royale         | Uniworld Boutique River Cruise Collection |
| River Tosca          | Uniworld Boutique River Cruise Collection |
| Riviera (04/12)      | Oceania Cruises                           |
| Rotterdam            | Holland America Line                      |
| Royal Lotus          | Avalon Waterways                          |
| Royal Princess       | Princess Cruises                          |

Ruby Princess  
Ryndam  
Sapphire Princess  
Seabourn Legend  
Seabourn Odyssey  
Seabourn Pride  
Seabourn Quest (06/11)  
Seabourn Sojourn  
Seabourn Spirit  
SeaDream I  
SeaDream II  
Sea Princess  
Serenade of the Seas  
Seven Seas Mariner  
Seven Seas Navigator  
Seven Seas Voyager  
Silver Cloud  
Silver Shadow  
Silver Spirit  
Silver Whisper  
Silver Wind  
Splendour of the Seas  
Star Princess  
Statendam  
Sun Princess  
Trollfjord  
Veendam  
Vesteralen  
Victoria Anna  
Victoria Jenna  
Vision of the Seas  
Voyager of the Seas  
Volendam  
Westerdam  
Wind Spirit  
Wind Star  
Wind Surf  
Zaandam  
Zuiderdam

Unnamed (spring 2013)  
Unnamed (spring 2014)  
Unnamed (spring 2013)  
Unnamed (spring 2014)

Princess Cruises  
Holland America Line  
Princess Cruises  
Seabourn  
Seabourn  
Seabourn  
Seabourn  
Seabourn  
SeaDream Yacht Club  
SeaDream Yacht Club  
Princess Cruises  
Royal Caribbean International  
Regent Seven Seas Cruises  
Regent Seven Seas Cruises  
Regent Seven Seas Cruises  
Silversea Cruises  
Silversea Cruises  
Silversea Cruises  
Silversea Cruises  
Silversea Cruises  
Royal Caribbean International  
Princess Cruises  
Holland America Line  
Princess Cruises  
Hurtigruten  
Holland America Line  
Hurtigruten  
Avalon Waterways  
Avalon Waterways  
Royal Caribbean International  
Royal Caribbean International  
Holland America Line  
Holland America Line  
Windstar Cruises  
Windstar Cruises  
Windstar Cruises  
Holland America Line  
Holland America Line

Norwegian Cruise Line  
Norwegian Cruise Line  
Princess Cruises  
Princess Cruises