

THE CRUISE GUIDE

A walk-through of the world's best cruise lines



Contents

03 Introduction	16 Fred. Olsen Cruise Lines	27 Virgin Voyages
04 Count on us	17 Holland America Line	28 River Cruise
06 Why book with us?	18 MSC Cruises	29 APT
08 Ocean Cruise	19 Norwegian Cruise Line	30 Avalon Waterways
09 Ambassador Cruise Line	20 Oceania Cruises	31 Tauck
10 Azamara	21 Princess Cruises	32 Expedition Cruise
11 Carnival	22 Regent Seven Seas	33 Abercrombie & Kent
12 Celebrity Cruises	23 Royal Caribbean	34 Glossary
13 Cunard	24 Scenic Eclipse	
14 Emerald Cruises	25 Seabourn	
15 Explora Journeys	26 Silversea	

We'll find the right cruise holiday for you

Are you looking to get more out of your holiday experience? Cruising could be the answer you are looking for. Read on to find out more!



When it comes to booking a cruise, the choices are endless. Many customers base their decision on the destinations visited, where you'll wake up with somewhere new to explore each day.

From cruises in the sunny Mediterranean and exploring historical cities dotted along the Rhine, to expedition sailings in the Arctic, and island hopping around the Caribbean, a cruising holiday offers up endless possibilities. With luxurious on-board spas, world-class dining options, trendy bars and out-of-this-world entertainment, there's as much to do on board as there is on shore.

Whether you're new to cruising, or a seasoned cruiser, we can help recommend and book the perfect cruise for you. We have extensive cruise knowledge, first-hand experience and bags of tips we can share to help you select the right cruise line and sailing option.

Cruise holidays are more desirable than ever, with the introduction of new ships offering an enormous range of experiences, meaning there are cruises for everyone – young, old, solo travellers, heading off with a family, or a group of friends. There are no barriers to cruising, just decisions to be made to find the right cruise for you.

The ships themselves are more advanced than ever, with options to 'shake for champagne' with your smartphone or find out the weather forecast using an automated in-cabin assistant. Millions of pounds are being invested to ensure you enjoy 'smart holidaying' at its best. And it doesn't stop at ocean cruises; the choices

available for river cruise holidays are bigger than ever. What could be better than admiring beautiful scenery and historic cities as you sail?

Docking right in the city centre or destination on your itinerary also means that you've got more time to explore. With a lower staff-to-guest ratio on board, you can also be confident that the service won't disappoint.

For the seasoned cruisers amongst you, you will already be very aware of the incredible options available and how the experiences on offer are forever expanding. Perhaps it's time for you to try something new? We can help with that too!

To help you choose the right cruise for you, we've put this handy, informative and inspirational cruise guide together.

It's full of important information about 22 of the world's most favoured cruise lines, detailing their on-board and on-shore experiences, which will help you decide which cruise line is most suited to you. So why not grab a cuppa, and get planning?

When you are ready, we're here to answer any cruise (or other holiday) queries you have, and help book your venture by river or sea in 2023! You may just be surprised by the great value we offer on a cruise holiday!



Count on us

This year is the year to set sail as cruising has never offered such a wide variety of experiences for everyone to enjoy at great value for money.

We love putting our cruise experience and knowledge to the test, so don't be shy, we're ready to answer any questions you have!

We also know what it's like to trawl the web in search of information or spend hours in call queues, when sometimes all you need is to speak to someone face to face.

This guide, then, is intended to do just that: guide you. However, we know you will need and want to know so much more before you book, which is what we are here for. We'll answer your questions, save you time, and ultimately ensure your holiday is exactly what you are looking for.



Alaska

The personal touch

We can manage all aspects of your booking, using trusted suppliers and our personal experience and knowledge. We're always on hand to help answer your questions as you prepare for your cruise holiday or if anything goes wrong whilst you are away, for peace of mind and to take the stress out of planning so that you get to enjoy the experience for what it is.

Value for money

You may be surprised that booking with us won't cost you any extra. We earn our commission from suppliers and other vendors, so you aren't charged a penny extra for the additional service we can provide to you. On top of that, we will use our industry knowledge and experience to find the best deals for you, saving you money wherever possible.

Connecting the dots

As your travel agent, we are in your corner – you can rest assured that all aspects of your trip are carefully planned. If you'd like assistance with airport or cruise terminal parking, you can count on us to manage smooth transitions between services, especially if you decide to add in pre- or post-cruise accommodation. Plus, you can always ask us about travel documentation; we'll ensure you have all the necessary items no matter where in the world you are heading.

Did you know...

We're a member of The Advantage Travel Partnership, the UK's largest group of independently owned travel agents, meaning we have access to the widest choice of great value, financially protected holidays, and cruises. So, no matter what you're looking for and whether you are a first-time or seasoned sailor, we are ideally placed to help you find your dream cruising holiday.



Colosseum, Rome



Why book with us?

Book with the best

We know we're a bit biased, but we believe there is no one better to book your cruise than us, your independent travel agent. It goes beyond just being passionate about cruising – we're a veritable gold mine of cruising expertise and know all the ins and outs of pulling together an amazing cruise holiday just for you! We're also here for you after your booking has been made to ensure everything goes smoothly, right up until you're back from your cruise safe and well.

Value guaranteed

We also pride ourselves on the excellent value we offer all our customers and on creating wonderful experiences within budget, no matter the circumstances. In these potentially difficult financial times, it's more important than ever for us to use everything we have at our disposal to make sure you are still able to enjoy going on your cruise holiday. That's why we've come up with our '2023 Travel Value Guarantee'.

With this guarantee, you can be safe in the knowledge that we, as independent travel agents, have your back. We'll provide you with the very best service, flexibility and, most importantly, value as we search a huge range of cruise products from the most reputable cruise lines. From ocean to river to expedition cruises, we'll find something that suits you and your budget to a tee.

Our 2023 Travel Value Guarantee

We'll find your perfect holiday based on your budget and requirements. We provide:

-  Outstanding value for money
-  Low deposit and flexible payment options
-  Access to the widest choice of travel products
-  Exceptional customer service
-  Extensive travel expertise
-  Personalised travel recommendations
-  Up-to-date travel information
-  Financial security
-  Peace of mind
-  Stress-free holiday planning
-  A person to take care of everything!

Contact us, your local independent travel agent, and let us take all the hard work out of planning your dream cruise!



Ibiza, Spain

Ocean Cruise

Imagine a holiday where all your needs and desires are catered for, where you can unpack once and wake up in an exciting new destination every morning. Ocean cruising offers this and so much more!

As you travel between ports, the options on board are endless. From admiring epic sea views as you sail, to being amazed by world-class entertainment and savouring incredible food – there's enough to keep you busy on board!

Opt for a larger cruise ship and it'll be more spacious than ever, offering an abundance of on-board venues and activities – and if you're travelling as a family there's plenty to keep the kids entertained too. If you prefer a smaller ship experience, then a boutique cruise may be the answer, where they often dock in the centre of your port of call.

A cruise holiday can be enjoyed by anyone; catering for a range of budgets, cruises offer wonderful value and many all-inclusive voyages. If you're looking for all-out luxury, that's also possible. Cabin choices vary too, with a large selection of room types and locations across ships. We can help advise on which may suit you best.

From activity-filled family holidays to romantic getaways and everything in between, ocean cruises offer something for everyone, with extensions in your pre- or post-cruise destination also possible.

We hope our handy guide on ocean cruises helps you to decide which cruise line may be suited to you, and hope we can help you book your next cruise holiday very soon!



Santorini, Greece



Best for

Traditional British cruising, offering great value



Ambience



Northern lights over Reykjavik, Iceland

Ambassador Cruise Line is a brand-new cruise line and is the first new British cruise line to be launched since 2010. Its purpose is to delight and inspire every guest to enjoy an authentic cruise experience effortlessly, and sustainably. Ambassador sails for the British market with a focus on premium value.

Ambassador Cruise Line's first ship, Ambience, set sail from London Tilbury in April 2022 on a range of no-fly voyages, departing from the UK. Ambassador's second ship, Ambition, enters service in May 2023, carrying 1,200 guests in 714 cabins across 10 guest decks. She will operate itineraries from London Tilbury, as well as offer cruises from six UK regional departure ports including Newcastle, Dundee, Liverpool, Belfast, Bristol and Falmouth.

Ambassador Cruise Line is adult-focused but primarily aimed at the 50-plus market. The cruise line will run a number of multigenerational cruises over the summer holidays.

What you can expect:

- Stylish, environmentally conscious ships
- A new choice in the market for premium-value, no-fly cruising
- High-quality, friendly service which is not pretentious
- An adult only cruise line, with a focus on the 50 and over age group
- A wide selection of entertainment and enrichment programmes
- On all ships, a sensational tiered theatre where you can sit back and relax for an evening of world-class entertainment at the Palladium

AT A GLANCE

Number of ports visited:
Over 160

Regions visited:

Africa, Asia, Australia, Canada, Caribbean, Europe, New England, Panama Canal, South America, South Pacific and Transatlantic



Bergen, Norway



Best for
Destination
Immersion®



Best for
Outstanding value
for money and
family fun



What makes Azamara cruises different from the rest? It's the cruise line's focus on Destination Immersion® experiences, which allows you to stay longer and experience more on every one of its voyages. This means you get to explore everything from nightlife in Stockholm and morning walks in the French Riviera to all-day adventures in Costa Rica's rain forests. Because life isn't on a 9 to 5 schedule, and neither are Azamara voyages.

You'll also experience incredibly scenic waterways, prime docking locations and award-winning ships. On board, you'll find people who are genuinely friendly and happy to make you feel welcomed. With a maximum of 702 guests, staff and crew can quickly learn your name, tastes and preferences, too.

Guests will also get a complimentary AzAmazing Evenings® event or on-board Destination Celebration™ (on most voyages), select standard spirits, international beers and wines, gratuities, bottled water, soft drinks, specialty coffees and teas, self-service laundry and shuttle service to and from port communities, where available.

Azamara offers the voyage for those who love travel.

What you can expect:

- Unparalleled destinations covering all seven continents
- Immersive itineraries which truly connect you to the countries' authentic heart, all from your boutique hotel at sea
- Genuine moments of travel discovery on 'Azamara Shore Excursions', carefully curated for smaller groups
- Personalised comfort and service with a spirit of community

If you're new to cruise, consider a cruise with Carnival. Since the cruise line was founded in 1972, Carnival has grown to carry millions of guests every year. In a nutshell, Carnival is all about fun holidays at sea and ashore, featuring day and night-time entertainment like stage shows, musical performances, deck parties, casinos, waterslides and more!

Carnival invites its guests to come as they are and makes everyone feel right at home with comfortable staterooms, attentive service, casual and elegant dining, plus a variety of bars and gathering places indoors and out. Guests can enjoy this unique experience against the backdrop of some of the world's most beautiful seaports.

With a fleet of 24 ships operating 2 to 30-day voyages, departing from every coast in the US, you can travel all over the world with Carnival, but its Caribbean cruises are the signature range.

What you can expect:

- Fun, memorable holidays with a range of complimentary day and evening entertainment
- A wide variety of dining choices, including full-service dining venues, expansive casual eateries, elegant steakhouses and sushi bars on select ships
- Supervised programmes for children and teens: Camp Ocean for 2-11, Circle "C" for 12-14 and Club O2 for 15-17
- A wide range of exciting shore excursions – swim with dolphins in the Bahamas, try a culture and food tour in Cozumel or even take a helicopter ride above Alaska's glaciers

AT A GLANCE

Number of ports visited:
Over 300

Regions visited:

Africa, Asia, Australasia, Caribbean, Europe, Panama Canal, South America and Transatlantic



Kruger National Park

AT A GLANCE

Number of ports visited:
188

Regions visited:

Alaska, Australia, Canada, Caribbean, Europe, New England, Panama Canal and Transatlantic



Couple enjoying on-board pool



Best for

Extraordinary destinations, culinary excellence and luxury



Best for

Combining that home-away-from-home feeling with refined on-board luxury



Rooftop garden on Celebrity Edge and Celebrity Apex



Infinity pool



Cunard's fleet



Guests enjoying drinks in one of Cunard's signature venues

Celebrity is a Relaxed LuxurySM resort at sea where you can sail to the world's best places. Visit up to eight destinations in one sailing, dine in a new restaurant at every meal, rest in luxurious spaces designed to the last detail for comfort. Relax and find your wellbeing miles away at sea as you cruise and the world is brought to you. There is something for everyone, with cruises offering unique experiences in more than 300 destinations on all seven continents.

There's a reason people trust their precious holiday to Celebrity Cruises. Actually, there are hundreds of them. Every day, every night, they welcome customers on board some of the most inspiring spaces at sea. The Celebrity fleet is the combined vision of world-class architects, interior designers and landscape artists. Discover spaces that engage at every level. From the beautiful resort deck to the one-of-a-kind lawn club and chic rooftop terrace —there are so many outside spaces to unwind. And plenty of stylish indoor spots to enjoy too – find the perfect cruise bar to match your mood and occasion.

What you can expect:

- The luxurious fleet merges cutting-edge technology with welcoming interiors and visionary venues
- Sophisticated staterooms and unrivalled luxury in The Retreat[®]
- With more than 200 chefs and a variety of different restaurants, you can enjoy a different dining experience at every meal
- Discover up to 8 countries in just one voyage and wake up in a new place every day
- You will not want to miss the Eden on Edge Series[®] or Sunset Bar, available across the entire fleet except the three Galápagos expedition ships

A voyage with Cunard brings a chance to travel the world in ultimate comfort and style; for over 180 years Cunard has set the bar, and then raised it. Be a part of something special during sailaways, toasting to new adventures anywhere from the light-infused Winter Garden, to the glittering Gin & Fizz bar.

Settle into your voyage and find time to explore every enticing deck, whether browsing the generous library, relishing in some retail therapy in the Royal Arcade, or selecting a sumptuous, restorative treatment at Mareel Wellness & Beauty. Find that home-away-from-home feeling at the Golden Lion, enjoying a pub lunch, or afternoon tea in the Queen's Room, as white-gloved waiters serve all manner of decadent treats against a string quartet backdrop.

Choose from a generous menu of carefully crafted meals at your main dining room, before sipping an after-dinner cocktail at the Commodore Club. Another kind of night awaits at the Royal Court Theatre, where world-class performers are ready to whisk you away to a world of storytelling. Each day on board brings untold possibilities.

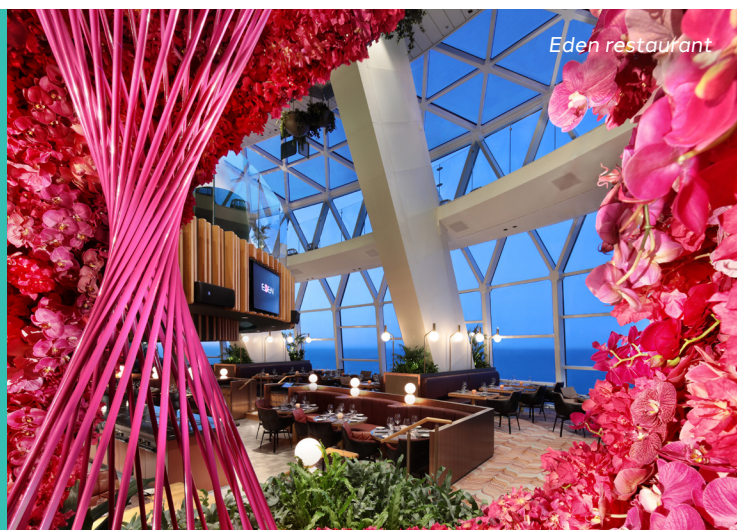
What you can expect:

- Amazing White Star Service — a Cunard ship feels like another world, yet is also as welcoming as home. Cunard believes its wonderful service is warm and sincere
- West-End-style theatre performances in the Royal Court Theatre
- Classic British afternoon tea — a signature Cunard experience. Enjoy an indulgent hour in the Queen's Room. Each day the menu changes and white-gloved waiters present an array of treats to your table
- Iconic transatlantic crossings to and from New York — a chance to escape the real world and indulge in life's greatest pleasures

AT A GLANCE

Number of ports visited:
Over 300

Regions visited:
Africa, Alaska, Asia, Australia, Canada, Caribbean, Europe, Galápagos, Hawaii, New England, Panama Canal, South America, South Pacific and Transatlantic



Eden restaurant

AT A GLANCE

Number of ports visited:
133

Regions visited:
Africa, Alaska, Asia, Australasia, Canada, Caribbean, Central America, Mediterranean, New England, South America, South Pacific and Transatlantic



Cunard guests enjoying intimate alfresco dining



Best for
Modern luxury
on the ocean



Emerald Cruises embraces the small ship experience with an abundance of space on board and contemporary design elements. You can relax in your spacious surroundings, enjoying a collection of luxurious amenities as you sail into some of the most iconic and picturesque ports and harbours on Earth. Each suite and stateroom is uniquely designed to become your own personal sanctuary, with everything you need at your fingertips.

With a selection of dining areas, bars and lounges on board, Emerald Cruises luxury yachts provide a culinary adventure, with a venue to suit every mood. On selected days, your captain will drop anchor in the most spectacular of spots for you to explore the water from the Marina Platform, being as adventurous or relaxed as you like with their marina toys. If you're searching for ultimate relaxation, Emerald Cruises' Elements Spa & Wellness Centre, Sky Deck and infinity-style Aqua Pool offer just that.

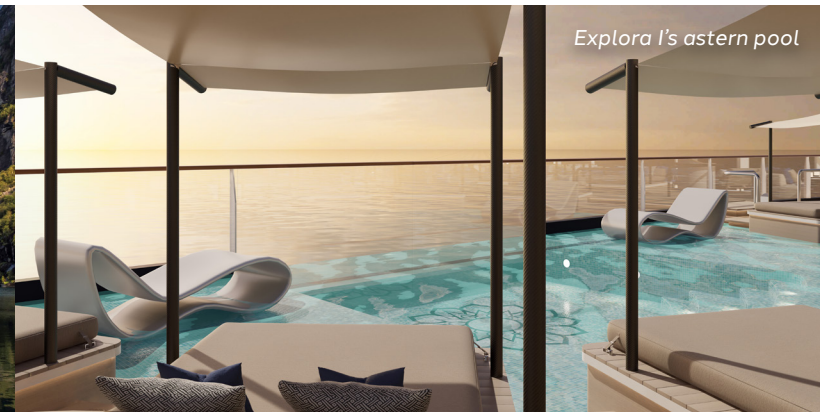
What you can expect:

- At 110 metres in length and a capacity for just 100 guests, relax and enjoy spacious surrounds across six decks
- Dock into smaller and quieter ports that larger ships cannot reach, for a unique and relaxed experience
- Enjoy included excursions, led by knowledgeable local guides, immerse yourself in the heart of local life with specially selected EmeraldPLUS experiences, or join an EmeraldACTIVE an excursion for a little adventure
- World-class, personal on-board service – your needs are always met



Explora
JOURNEYS

Best for
True luxury at sea
and extended
stays in port



Explora Journeys is redefining ocean travel for a new generation of discerning travellers. With the first of six luxury ships setting sail in 2023, remarkable itineraries will blend renowned destinations with lesser-travelled ports for a journey that celebrates discovery. Its ships will be equipped with the latest in environmental-supporting and marine technologies. Explora Journeys will introduce a unique all-inclusive luxury travel experience for those who want to explore differently.

Whether on board or ashore, guests will reconnect with what matters most — themselves, their loved ones and the world around them. With 461 Oceanfront Suites, every guest will enjoy sweeping sea views and a private terrace, whilst being spoilt for choice with sophisticated, varied experiences across 18 food and beverage venues including six restaurants, five bars and lounges plus in-suite dining, four pools, private cabanas, spa and redefined entertainment.

What you can expect:

- Lead-in rooms offer 35 sq. m of space including a private terrace
- Solo traveller fares are available at a supplement of just 15% over the regular per person fare on selected journeys, one of the lowest supplements in luxury travel
- The Explora Journeys mantra of going 'Slower and Deeper' translates to more overnights in destinations
- A family-run company, their uncompromising focus is to create a transformative luxury ocean experience that redefines cruising

AT A GLANCE

Number of ports visited:
98

Regions visited:
Asia, Caribbean, Europe,
North Africa and North America

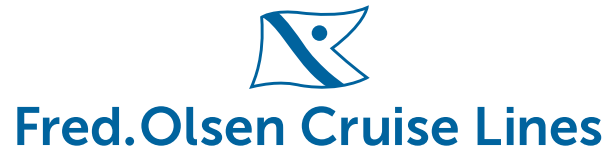


AT A GLANCE

Number of ports visited:
Over 100

Regions visited:
Africa, Alaska, Arabian Peninsula,
Canada, Caribbean, Europe, Greenland,
Hawaii, Iceland, India, Indian Ocean,
New England and South America





Best for
 Accessing
 impressive
 and unique
 size-restricted
 waterways



As a family-run cruise line, Fred. Olsen Cruise Lines really takes your experience personally. Whilst many other cruise lines have opted for bigger ships, Fred. Olsen has always believed that smaller is better. There are fewer guests on board, so you will enjoy a personalised service and a warm, laid-back atmosphere. Fred. Olsen's elegant, smaller ships can reach places that bigger ships cannot and are able to dock at smaller ports, which are usually much closer to your port of call. Their passion for cruising is evident, and many customers return each and every year (sometimes more than once!), to enjoy another Fred. Olsen cruise.

On Fred. Olsen's small ships, journey through the impressive Corinth Canal, along beautiful narrow Norwegian Fjords and via size-restricted waterways into the heart of fascinating sites. A small team of specialist itinerary planners take great pride in handcrafting each journey, to ensure guests visit hidden gems as well as highlights on each of their sailings. It is a passion that has won them the Cruise Critic award for Best Itineraries every year since 2015.

What you can expect:

- Handcrafted not mass produced. Genuinely personal service combined with carefully crafted itineraries created from scratch each year
- Travellers not tourists. Fred. Olsen Cruise Lines take pride in creating experiences that attract like-minded travel enthusiasts
- Joy of the Journey. Experience the wonders of the world by always looking out, not facing in
- Fred. Olsen Cruise Lines believe you can have all the equipment in the world but, in the end, it all comes down to the people
- A welcoming and relaxed on-board atmosphere will put you at ease and make you feel right at home at sea



AT A GLANCE

Number of ports visited:
 123

Regions visited:
 British Isles, Canada, Canaries, Cape Verde, Caribbean, Europe, Greenland, Iceland, New England and South America



Best for
 Alaska experts
 with 75 years'
 experience



Holland America Line is the cruise line dedicated to explorers, foodies and music lovers who want to pursue these passions on all seven seas and continents, on eleven perfectly sized, refreshingly uncrowded ships filled with one-of-a-kind experiences.

Elegant lounges are adorned with fine art; most spacious staterooms feature a private balcony; restaurants serve gourmet cuisine and delicious snacks; whilst guests may enjoy state-of-the-art leisure amenities and the best in live music partnerships – be it blues, classical, piano or even rock!

Holland America Line's carefully crafted itineraries and award-winning shore excursions will satisfy your wanderlust, whilst enriching Explorations Central™ destination immersion programming ensures you receive the most out of the places you visit.

What you can expect:

- More Alaska cruise port departures featuring Glacier Bay National Park than any other cruise line, meaning you'll get closer to the glaciers on ships perfectly sized for the Great Land
- Upgrade your cruise fare to their 'Have It All' package and receive their best amenities – shore excursions, drinks package, speciality dining and Wi-Fi – for only £40 per person, per day. Available on all 2023 and 2024 departures. *T&Cs apply
- Excellent on-board entertainment and live music for you to enjoy, whatever your taste in music might be
- Delicious dining from casual to more formal options
- The only cruise line with Alaska seafood certified sustainable by the Responsible Fisheries Management (RFM)

AT A GLANCE

Number of ports visited:
 Over 300

Regions visited:
 Alaska, Asia, Caribbean, Europe, Hawaii, Mexico, Panama Canal, South America and South Pacific





Best for

First-time
cruisers and
multigenerational
family holidays



Top Sail Lounge



The Aquapark

At MSC Cruises, love for the sea goes back many generations. And the MSC Cruises team is eager to pass this passion on to future generations. That's why MSC is dedicated to making each of its cruises a voyage of discovery full of unforgettable emotions for every guest.

MSC offers an enriching and immersive cruise experience, where you can enjoy international dining, world-class entertainment, award-winning family programmes and the latest user-friendly technology on board.

Choose amongst the best cruise destinations, with a wide variety of itineraries mapped to reveal the sights, sounds and flavours of the world's most intriguing cultures. The fleet sails year-round in the Mediterranean, Northern Europe and the Caribbean (visiting Ocean Cay MSC Marine Reserve, the cruise line's private island in the Bahamas). Seasonal itineraries include South America, southern Africa, Asia, North America, Dubai, Abu Dhabi, Qatar, Saudi Arabia and the Red Sea.

What you can expect:

- MSC is steering the course towards a sustainable future
- An excellent and wide variety of itineraries take you on voyages where you can discover the best destinations
- Discover a ship within a ship through the exclusive MSC Yacht Club, providing guests with the exclusivity and privacy a small ship has to offer, whilst having the access and choice of recreational and entertainment options of a larger ship
- Travel the world with your tastebuds on an MSC Cruise. The main dining and buffet restaurants provide lots of choice, with a different menu every day for lunch and dinner



Best for

Award-winning
entertainment
including Broadway
musicals



Prima Haven



Racetrack

As the innovator in global cruise travel, Norwegian Cruise Line (NCL) has been breaking the boundaries of traditional cruising for 56 years. The company now has a fleet of 19 contemporary ships, including the brand-new Norwegian Prima, and Norwegian Viva arriving 2023.

They cruise to over 300 of the world's most desirable destinations, including Great Stirrup Cay, the company's private island in the Bahamas, and its resort destination Harvest Caye in Belize. As always, NCL is looking to the future, with a further four new-builds on the horizon.

NCL not only provides superior guest service from land to sea, but also offers a wide variety of award-winning entertainment and dining options as well as an extensive range of accommodation, including solo-traveller Studios, Club Balcony Suites, Spa Suites and The Haven by Norwegian®. There's a perfect NCL cruise holiday for everyone!

What you can expect:

- Award-winning entertainment
- For a small upgrade charge, add premium beverages, speciality dining, Wi-Fi and excursion discounts to your cruise holiday
- Freestyle dining – no set dining times with up to 28 dining options
- The Haven by Norwegian – home of NCL's most luxurious, well-appointed and spacious accommodation

AT A GLANCE

Number of ports visited:
250

Regions visited:

Africa, Asia, Canada,
Caribbean, Europe, Middle East,
New England and South America



The World Gallery

AT A GLANCE

Number of ports visited:
Over 300

Regions visited:

Africa, Alaska, Asia, Australasia,
Canada, Caribbean, Europe, Hawaii,
New England, Panama Canal,
South America and Transatlantic



Performance of Burn the Floor, on Norwegian Getaway



Best for
Exquisitely
crafted cuisine



Riviera Montenegro



Vista Aquamar Spa and Vitality Center

From its inception, Oceania Cruises has built its reputation on serving 'The Finest Cuisine at Sea®', and every evolution continues to reveal inimitable dining experiences and a steadfast commitment to culinary excellence. Likewise, officers, staff and crew are known for taking deep pride in caring for each and every guest like family and will delight you with thoughtful personal service at every turn.

Regardless of which ship you sail on, you will discover an Oceania Cruises experience that is truly better than ever, featuring entirely reinspired ships, reimagined menus and inventive dishes, curated travel experiences and more.

Uncover your dream journey in the most exotic and vibrant regions of the world with Oceania Cruises.

What you can expect:

- Small ship luxury. Enjoy the 24-hour butler service included in all suites whilst rediscovering the meaning of comfort on one of the exclusive Ultra Tranquility Beds
- Extraordinary dining experiences. Famed for having The Finest Cuisine at Sea®, Oceania Cruises has mastered the art of making every meal an experience
- Personalised service, boasting two staff members for every three guests
- Inclusive amenities – Wi-Fi, speciality restaurants, 24-hour room service, fitness classes, soft drinks and speciality coffees, still and sparkling Vero Water and shuttles from port to city centre in many ports

AT A GLANCE

Number of ports visited:

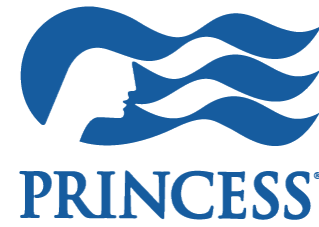
Over 450 featuring over 500 itineraries

Regions visited:

Africa, Alaska, Asia, Australasia, Canada, Caribbean, Europe, New England, Panama Canal, South America and Transoceanic



Couple enjoying the O Pool Deck



Best for
Warm and gracious
service in an
atmosphere of
comfortable
elegance



Couple relaxing on board



The sea walk

As soon as you step aboard your Princess ship, you can rest assured that every little detail will be taken care of and you'll be guaranteed to feel special.

Your holiday will provide an effortless experience, from your stateroom door that opens as you approach, to your favourite tittle arriving just at the right time, with a slice of lime, just as you like it. You'll be looked after from the moment you arrive and be able to live the life you deserve. Experience the Princess treatment for yourself and live every day like a VIP.

Think of Princess Cruises like a well-travelled friend, telling you the best places to go, see and eat, wherever you're headed. After all, the cruise line sails to 330 destinations on 15 ships – owns five wilderness lodges in Alaska – and has for decades. They love travel (and people!) so their staff are always happy to share their experiences. But you don't just explore on shore. Princess brings local experiences on board, like regional cuisine and entertainment, so you can continue enjoying everywhere you sail together with them.

What you can expect:

- Destination leadership – travel is at the heart of what Princess does
- Personalised service – the team makes every guest feel special. Service is everything and Princess guests say that crew are like family
- Unbeatable value – a cruise with Princess is more than just a chance to connect with your favourite people and the world

AT A GLANCE

Number of ports visited:

330

Regions visited:

Antarctica, Asia, Australia, Europe, North America and South America



The Sky suite

Regent
SEVEN SEAS CRUISES®

AN UNRIVALLED EXPERIENCE™

Best for
True luxury travel
around the world



Splendor



Pool deck service

At the foundation of 'An Unrivalled Experience' is the ability to personalise each customer voyage for a seamless journey that goes beyond 'all-inclusive'. Regent attends to every detail and provides every luxurious amenity, so that guests can make the most of every unforgettable moment.

Aboard this ultra luxury fleet guests will discover a holistic travel experience that is elegant, effortless and without compromise. Regent stocks in-suite mini bars daily and valet laundry is included too. When it comes to dining, the cuisine is nothing short of epicurean excellence with a variety of speciality restaurants – all included.

On shore, there are thousands of included and unlimited shore excursions, included pre- and post-cruise land programmes on select sailings and other unique opportunities delivering an abundance of choice for creating lasting memories.

And with inclusions of flights, pre-cruise hotel packages and transfers between ship and hotel, everything is taken care of.

What you can expect:

- Unrivalled space at sea. With a maximum of 490 to 750 guests, from the beloved Seven Seas Navigator® to the new Seven Seas Splendor™, their enviable staff-to-guest ratio average of 1:1.5 results in the pinnacle of professional and personalised service
- Over 2,000 excursions included, across every region of the world, allow you to embrace whatever your heart desires
- One of the world's most luxurious fleets. Their award-winning fleet delivers style and class, from the front to the back of each ship, throughout every region of the world

Royal Caribbean
INTERNATIONAL

Best for
Fun for the
whole family



Wonder Of The Seas



Thrill Waterpark, CocoCay

At Royal Caribbean, they speak the international language of 'Wow!'

Take one look at over 270 destinations, and thousands of on and off board experiences, and just try to tell Royal Caribbean that they haven't thought of everything. Whether it's your first time or your fortieth, this cruise line is always striving for new ways to perfect your paradise, wherever it sails.

Good things may come to those who wait, but unforgettable, jam-packed adventures come to those who book a Royal Caribbean cruise. If you're looking for something that caters for every type of traveller, look no further. With one quick look at what is on offer on the show-stopping Oasis and Quantum class ships, to the stunning Voyager and Vision class ships, you'll see every ship is a pioneering paradise. With activities from adventures to escape rooms, games, shows and dancing, fun for the whole family is taken care of. Get on board!

What you can expect:

- Relax, rejuvenate or raise that adrenaline! Take your experience from great to wow-worthy, with outstanding service, exclusive amenities and world-class accommodation. Royal Caribbean® delivers all of that and more
- Tuck into food from every culture, without ever leaving a ship – from casual cuisine to elevated epicurean delights, both the complimentary and speciality dining options on board spotlight dishes designed to wow all kinds of palettes
- Royal Caribbean proudly sets the bar for cruise entertainment, from West End shows to out-of-this-world night life and activities galore for the whole family

AT A GLANCE

Number of ports visited:
500

Regions visited:

Antarctica (Scenic cruising),
Asia, Australasia, Europe,
North America and South America



Explorer lounge caviar tasting

AT A GLANCE

Number of ports visited:
Over 270

Regions visited:

Alaska, Asia, Australasia,
Canada, Caribbean, Europe,
New England and South Pacific



Fun on the waterslide



Best for

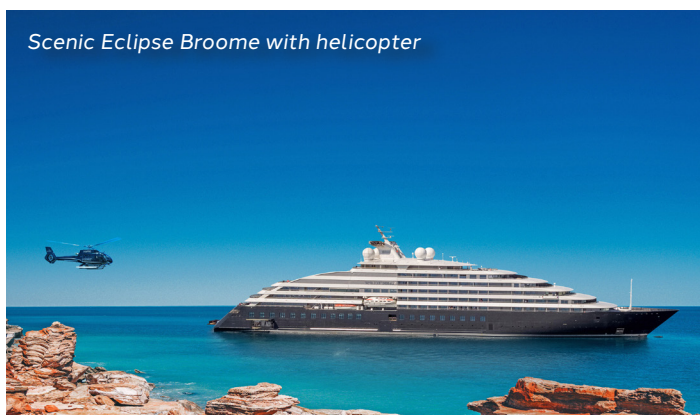
6-star luxury combined with discovery



SEABOURN®

Best for

Modern and ultra-luxury cruising



Scenic Luxury Cruises & Tours offers world-class experiences on board The World's First Discovery Yachts™, Scenic Eclipse. From the moment you step on board one of two luxury vessels, you'll savour true 6-star ultra-luxury. Lose yourself in the ultimate truly all-inclusive lifestyle: from your unquestionably lavish Verandah Suite to multicultural culinary adventures in up to 10 dining experiences and the perfect pour of your favourite drink, delivered to you by your private butler.

For some, it's the unforgettable sights you'll see on an underwater excursion into the deep blue on Scenic's state-of-the-art submarine, Scenic Neptune. For others, it's the tranquil bubbles of the Vitality pools, or the blissful spa treatments enjoyed throughout the day. Scenic aims to make every cruise unique, which is why they offer the broadest range of all-inclusive shore excursions. Their specialist Discovery Team will share their expertise to ensure the experience of a lifetime.

Spa treatments, helicopter and submarine at additional cost. T&Cs apply.

What you can expect:

- With Scenic's truly all-inclusive philosophy, you can relax knowing everything is taken care of, from your transfers to shore excursions and all on-board dining
- Unrivalled 6-star ultra-luxury experiences
- An abundance of space, from the Observation Lounge complete with Swarovski Telescopes to the Sun Deck Pool, providing relaxing vantage points
- GPS Dynamic Positioning to maintain location without dropping anchor onto sensitive seabeds, and to reposition the ship for optimal discovery experiences
- Two state-of-the-art helicopters and a submarine on board each Discovery Yacht

The Seabourn experience is unlike any other form of travel. Luxurious, yet relaxed...elegant, yet casual...sumptuous, yet understated. A concept designed around an intimate boutique hotel, which happens to be at sea.

This is a world of ultra-luxury, where space is generous and crowds are few; where names and wine orders are remembered, preferences noted, and wishes granted before they are spoken.

Seabourn's five intimate ships will carry guests to the heart of great cities, exclusive yacht harbours and secluded coves, offering spacious suites, most with a private veranda, which welcome guests with complimentary champagne and a fully stocked, customised bar.

Two new purpose-built expedition ships combine exhilarating adventures in the world's most remote destinations with the sophisticated amenities of the world's finest resorts at sea. The design of these expedition ships is innovative and sustainable, running on Marine Gas Oil – the most preferred clean fuel – and equipped with a 'Dynamic Positioning System', meaning they never need to drop anchor.

What you can expect:

- All ocean-front suites are luxuriously appointed
- Personalised service provided by staff passionate about exceeding guests' expectations
- Intimate ships with a private club atmosphere
- A choice of all-complimentary restaurants and open dining

AT A GLANCE

Number of ports visited:

357

Regions visited:

Alaska, Arctic, Asia, Australia, Canada, Caribbean, Europe, Greenland, Iceland, New England South America and South Pacific



AT A GLANCE

Number of ports visited:

Over 500

Regions visited:

Africa, Alaska, Antarctica, Arctic, Asia, Australia, Canada, Caribbean, Europe, Iceland, New England, Panama Canal, South America, South Pacific and Transatlantic





Best for
 Accessing secluded corners of the world that bigger ships can't



Anchorage, Alaska



Lunch on the Terrace

Renowned for extraordinary worldwide voyages aboard intimate, all-inclusive ships, Silversea is an ultra-luxury cruise line that offers unparalleled service and superlative comfort. Silversea sails to over 900 destinations, spanning all seven continents. Their intimate, luxury ships glide into secluded ports inaccessible to larger ships.

All suite and spacious ocean view accommodation comes with butler service. Guests can unwind in beautifully appointed lounges and bars offering an elegant yet relaxed ambience. Added to this, guests enjoy the always included private executive transfers (between home and airport), international roundtrip flights, overseas transfers, shore excursions, 24-hour gourmet dining, select wines and spirits, on-board gratuities and unlimited Wi-Fi.

For the curious traveller, Silversea's expedition voyages offer unique, awe-inspiring journeys to some of the world's most exotic destinations, including Antarctica and the Galápagos Islands, aboard a fleet of expedition vessels.

What you can expect:

- Private executive transfers from your home to the airport
- Economy Class/Business Class upgrades at reduced rates or Air Credit
- 24-hour in-suite dining and sustainable caviar
- Butler service in every suite
- Multiple restaurants from fine French cuisine and delicate Asian options to relaxed Italian family-style meals, the chefs' creativity knows no limits
- On-board gratuities included
- One complimentary shore excursion per port, per day



Best for
 Sleek, sexy and sophisticated adult-only voyages



Resilient Lady



Our Lady Of The Rocks, Kotor, Montenegro

Virgin Voyages is making a (big) splash with four gorgeous ships. Guests can choose from 2-15-night sailings and fall in love with the exclusively adult way to explore the seven seas – from Michelin-star curated menus to jaw-dropping entertainment. With 26 bespoke itineraries featuring over 100 ports across four continents, sailings include late-stays or overnights, allowing sailors to experience the people that make each place so special.

In 2023 Virgin Voyages is debuting its third and fourth ships, Resilient Lady and Brilliant Lady, which will set sail from Piraeus (Athens) and San Juan, respectively, opening two new regions – the Adriatic/Aegean and the Southern Caribbean – to Virgin Voyages guests.

Virgin Voyages, new to the world of cruising, has already wowed guests and received reviews that speak for themselves: "Outstanding, won't sail with anyone else", "My new favourite cruise".

What you can expect:

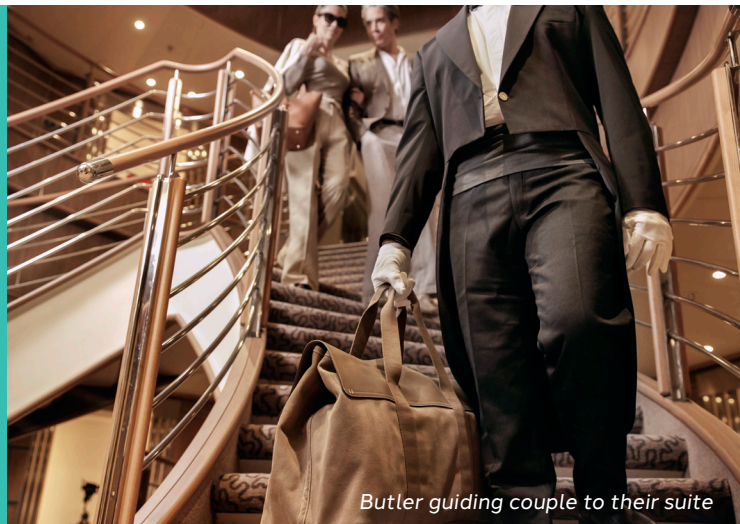
- 'Always Included Luxury'. And that means Virgin's perks put guests at the helm of VIP treatment and never dim their glow with unexplained charges
- Dine at a choice of 20+ eateries and know that tips are covered
- Enjoy complimentary Wi-Fi, essential drinks and group fitness classes at no extra cost
- Virgin's curated itineraries feature longer port stays and overnights in some of the most idyllic islands and effervescent cities across the world

AT A GLANCE

Number of ports visited:
 Over 900

Regions visited:

Africa, Alaska, Antarctica, Australasia, Canada, Caribbean, Europe, Galápagos Islands, Greenland, Mediterranean, New England, South America, South Pacific and Transoceanic



Butler guiding couple to their suite

AT A GLANCE

Number of ports visited:
 Over 100

Regions visited:

Caribbean, Europe, South Pacific (from Dec 2023) and Transatlantic



On-board dinner party

Best for

Immersive sightseeing
on itineraries that
allow for flexibility



UNFORGETTABLE
RIVER CRUISES
AND TOURS

River Cruise



Moselle, Germany

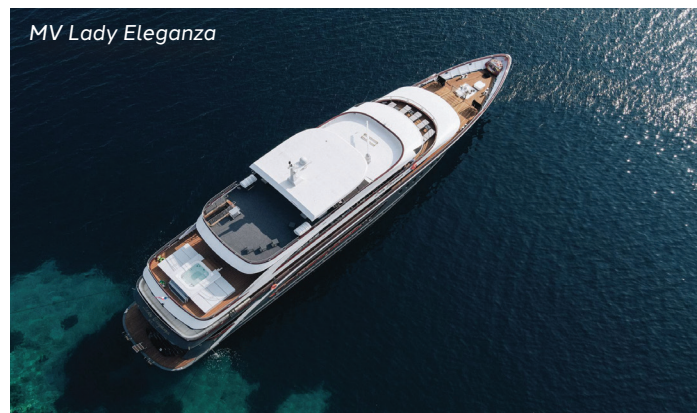
River cruising is growing in popularity – and we can understand why; with a personalised service on board, often floor-to-ceiling windows for picture-perfect views and an array of must-see destinations on each itinerary, they make for a wonderful holiday.

There are a fantastic choice of destinations, including the lush and wild Amazon in South America, the Valley of the Kings on the River Nile and Southeast Asia’s peaceful Mekong for those seeking far-flung itineraries. You’re spoilt for choice closer to home too, with cruises on the Danube, Rhine, Seine, Moselle, Douro...and more! No matter which itinerary you choose, you’ll be wowed by beautiful scenery as you cruise.

What sets river cruises apart is their relaxed pace; often docking overnight, you’ll have the time to explore each port of call at your own pace, often from afternoon until dark. Being small vessels, you’ll usually be in the heart of the action from the moment you walk off shore, leaving you plenty of time to see the sights. Plus, when you’re on board, we’ve no doubt that your every need will be catered for by your friendly river cruise team – where the staff-to-guest ratio is often unbeatable.

You’ll usually find that meals and some drinks and excursions are included in your holiday package, meaning that, once you’re on board, you can relax knowing that everything has been taken care of.

We hope the next few pages help you choose which river cruise may suit you best, and we’re here to help with your enquiry – so do get in touch should you have any questions.



MV Lady Eleganza



Delux twin Balcony Suite on Mekong Serenity

For over 95 years, APT has been creating best-in-class travel experiences to some of the world’s most inspiring destinations. It’s the attention to detail, personalised service and unexpected little extras that make APT’s award-winning river and small ship cruises totally unforgettable.

APT has travel styles for every taste, pace and budget. Choose from APT Luxury or Travelmarvel Essential holidays and experience the world in a new way, as thrilling new cultures are brought vividly to life by hand-picked local guides and experts.

Itineraries are lovingly created by a passionate team of experts, and with immersive, eye-opening experiences and so much included in the price – excursions to tipping port charges and flights – APT gives you the very best in travel. Luxury river cruises even include private home-to-airport transfers. And Travelmarvel holidays will provide you with flexible travel experiences, at marvellous value. Whichever you choose, it’s the personal service that truly sets APT apart.

In many locations on an APT Luxury cruise, guests can personalise their journey from a range of sightseeing options, at no additional cost.

What you can expect:

- Insight and expertise – APT has over 95 years’ experience
- No hidden costs – so much is included in the price
- 4 and 5-star cruises with a wide choice of destinations and travel styles
- APT is always evolving and regularly introduces new ships and new destinations to its cruise portfolio

AT A GLANCE

Number of ports visited:

86

Regions visited:

Africa - Nile

Asia - Mekong, Lower Ganges

Europe - Danube, Douro, Main, Rhine



Travelmarvel Contemporary River Ship



Best for
Staterooms with
beds that
face the view



Avalon puts you in the captain's seat to navigate your journey and fuel your passions as you cruise down the world's most memorable and mesmerising waterways.

One step aboard Avalon's fleet of modern, luxurious Suite Ships with the grandest views in cruising and you'll see how the tides are changing.

No other fleet of river cruise ships offers you a view of the world like Avalon Suite Ships, with floor-to-ceiling, wall-to-wall panoramic windows and beds that face towards the incredible views. Every possible comfort and amenity is combined with an unrivalled range of fascinating destinations and thoughtful itineraries, making Avalon's river cruises an unbeatable and fabulous holiday experience. The cruise line's fully inclusive pricing represents excellent value with no hidden costs and almost everything included.

Most importantly, you can book in complete confidence. With 85 years' experience in the world of travel, Avalon Waterways is a highly reputable river cruise operator.

One of Avalon's proudest claims is that its guests have given it a 98% satisfaction rating.

What you can expect:

- Staterooms with floor-to-ceiling, wall-to-wall panoramic windows
- Enjoy active, classic or discovery Avalon Choice® excursions – choose to raise a glass at an Austrian wine tasting or raise your heart rate on a jogging tour of Cologne
- 3 and 4-night taster cruises
- Flexible dining – full board with complimentary sparkling wine at breakfast and wine, beer or soft drinks with lunch and dinner



AT A GLANCE

Number of ports visited:

Over 100

Regions visited:

- Africa - Nile
- Asia - Ganges and Mekong
- Europe - Danube, Douro, Main, Moselle, Rhine, Saone and Seine
- South America - Peruvian Amazon



Best for
Local culture and
exclusive
destination-driven
experiences



Whether you're experiencing the Danube, the Douro, the Rhône, Seine or Moselle... the magic of Tauck's award-winning European river cruises goes far beyond the riverboat you're aboard or the landmarks you'll visit. It's in the intimate ambiance and personalised service, the places you'll discover off the beaten track, and in the uncommon access to local culture and exclusive destination-driven experiences you can't get on your own, as you experience a true slice of European life and return home transformed.

Tauck offers its guests unique and spectacular events – from gala dinners in private places, castles and châteaux where royal hosts roll out the red carpet to wine tastings at private vineyards, exclusive music performances, presentations by noted local experts, culinary artisans in French markets, and artists and historians in museums and workshops.

What you can expect:

- True all-inclusive cruising. If it means a better river cruise experience for you, Tauck includes it
- Exclusive visits and events – destination inspired, cultural discoveries and private experiences are unique to the places you explore with them, ensuring an authentic look at local life
- Fewer guests, more guides and greater spaces on board – their custom riverboats are designed to offer the most space per guest on Europe's rivers
- Shape your trip with sightseeing choices – with cruises on the Danube, the Douro, the Rhône, Seine or Moselle rivers, and inland waterways in the Netherlands, each day brings a new destination and opportunity to discover it up close and personally



AT A GLANCE

Number of ports visited:

Over 50

Regions visited:

- Europe - Danube, Douro, Moselle, Rhône and Seine



Alaska, Glacier Bay

Expedition Cruise

Are you looking for an immersive destination experience? Imagine treading remote paths and visiting breathtaking destinations off the beaten track. If you are working on your bucket list of earthly wonders, an expedition cruise could be just what you are looking for!

Expedition cruises offer access to remote wonders around the world and perfectly suit those seeking wildlife, nature and adventure. Opt for an expedition cruise and you'll find the ships are often specifically built for the destinations they sail to, often carrying fewer than 100 guests so you can enjoy your voyage with like-minded people who share your passion and interest for where you are headed. For anything from wilderness adventures to observing the wonders of nature, a guided expedition cruise offers accessibility to interesting regions that are otherwise difficult to access, coupled with the knowledge of your expert crew.

Expedition cruise operators place extra emphasis on environmentally friendly practices, so you can rest assured that your footprint on the destinations you are visiting will be so much smaller than the incredible imprint the experiences and memories will leave on your life.

If an expedition cruise sounds like your ideal holiday, get in touch and we'll share our expert knowledge.



Abercrombie & Kent

Best for

Extremely experienced expedition and enrichment teams



Guests enjoying a Zodiac excursion from Le Boreal in Greenland



Antarctica

Backed by more than 30 years of experience, Abercrombie & Kent's luxury expedition cruises are in a class of their own. They epitomise the ultimate adventure, visiting some of the most fascinating locations on the globe from the comfort of a luxurious mega-yacht.

Your experience is paramount to everything Abercrombie & Kent do. An impressive staff-to-guest ratio of 1 staff member to every 1.3 guests ensures an intimate atmosphere where your safety and comfort are forefront. Enjoy personalised assistance from on-board staff including a naturalist guide, a historian and an Abercrombie & Kent photography coach.

Embark on a bespoke itinerary of exciting excursions, many of which are only available on exclusively chartered Abercrombie & Kent cruises. Cruise the glacial havens of Antarctica and the Arctic, meet remote local communities and set out in search of some of the rarest wildlife on the planet on a polar voyage. Or embark on a cultural cruise to visit some of the world's most striking cities.

What you can expect:

- All-inclusive itineraries – all staff and crew gratuities, port charges and taxes
- Private balcony accommodation with every stateroom and butler service with every suite
- World-renowned expedition team and immersive enrichment programme led by experts, including photographers and scientists, and Zodiac excursions led by naturalist driver-guides in wilderness destinations
- Staff-to-guest ratio of 1:1.3 and culinary programme featuring international cuisine, house drinks and 24/7 room service
- Adventurous, once-in-a-lifetime itineraries including an epic adventure to the world's most remarkable wilderness alongside the passionate Expedition Team

AT A GLANCE

Number of ports visited:
Over 120

Regions visited:
Africa, Antarctica, Asia, Australasia, Europe, North and South America



Copenhagen



Glossary

We work with a huge number of cruise operators to suit all traveller types. Take a look below to see all of our cruise partners.

Ocean

- Ambassador Cruise Line
- Azamara
- Carnival
- Celebrity Cruises
- Cunard
- Explora Journeys
- Fred. Olsen Cruise Lines
- Holland America Line
- Marella Cruises
- MSC Cruises
- Norwegian Cruise Line
- Oceania Cruises
- P&O Cruises
- Princess Cruises
- Regent Seven Seas
- Royal Caribbean
- Scenic
- Seabourn
- Silversea
- Star Clippers
- Virgin Voyages

River

- AmaWaterways
- APT
- Avalon Waterways
- Emerald Waterways
- Fred. Olsen Cruise Lines
- Great Rail Journeys – Amadeus
- Scenic
- Tauck
- Titan
- TUI River Cruise
- Uniworld
- Wendy Wu Tours

Expedition

- Abercrombie & Kent
- Celebrity Cruises
- Hurtigruten
- Quark Expeditions

Talk to us about what kind of cruise experience you are looking for and we can help tailor your requirements and provide you with a range of options.



CONTACT US

We're a member of The Advantage Travel Partnership, the UK's largest group of independently owned travel agents, meaning we have access to the widest choice of great value, financially protected holidays. So, whether you're looking for an ocean, river or expedition cruise, we're ideally placed to help you find your dream cruise holiday.

