



Princess Cruises Announces Island Princess the Fourth Ship to Debut Medallion Class Ocean Vacations

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Princess Cruises has announced that Island Princess will be the fourth cruise ship in its fleet to feature the exciting new Ocean Medallion™, debuting on the ship in Alaska in May 2018. The wearable device enables a new level of personalisation and delivers an enhanced guest experience not previously available in the global travel industry.

Princess Cruises is the first Carnival Corporation brand to debut this ground breaking innovation, which was unveiled by Carnival Corporation CEO Arnold Donald last month. Island Princess joins three other cruise ships scheduled to debut Medallion Class Ocean Vacations: Regal Princess on November 13, 2017, followed by Royal Princess and Caribbean Princess in early 2018.

Starting from May 16, 2018, the Medallion Class Alaska cruise will sail on the Voyage of the Glaciers seven-day itinerary between Vancouver and Anchorage (Whittier), with a trip to the state's most extraordinary glacial waters including Glacier Bay National Park, a UNESCO World Heritage Site.

Princess Cruises Vice President Australia & New Zealand Stuart Allison said it was fitting that the fourth ship to feature Medallion Class Ocean Vacations would be Island Princess given the cruise line's leading role in Alaska.

"Sailing on our popular Voyage of the Glaciers itinerary, our guests will enjoy the best Alaska has to offer and experience a new type of cruise holiday, connecting with each other and this extraordinary destination in a more memorable way," Mr Allison said.

"Our international itineraries are already very popular with our Australian and New Zealand guests and the debut of the Ocean Medallion in destinations including Alaska will provide another great reason to enjoy a Princess fly-cruise holiday."

Medallion Class makes cruising more personal, immersive, simple and seamless than previously considered possible. At the heart of this personalised experience is the Ocean Medallion, which is powered by a first-of-its-kind interactive technology platform within the One Cruise Experience Access Network™ (O·C·E·A·N™). The Ocean Medallion has no discernible technology – no on-off switch, no charging, and no menu to navigate – and can be worn as a pendant, on a wristband, in a clip or simply placed in a pocket to reveal enhanced services and personalised experiences without guests having to push a button or take any action. Pre-cruise engagement will allow guests to provide preferences that detail their wants, needs and desires so that their onboard experience can be personalised in advance.

Pairing with the Ocean Medallion is the Ocean Compass™, a digital concierge accessible by all guests using interactive displays throughout the ship, on stateroom TVs, via guests' own smart devices, or through a crew member. For example, guests can find their way to venues around the ship, make reservations at the Lotus Spa, specialty dining restaurants and shore excursions, arrange celebrations, view photographs, learn about the destinations they will visit and activities at each port of call. The Ocean Compass will invite guests to experiences based on their individual needs, wants and desires.

Some of the initial service innovations include:

Ocean Ready™: Expedites embarkation as information is added to the guest profile in advance

Stateroom Access: The Ocean Medallion will unlock a guest's stateroom, replacing the key card

HERE & NOW™: Guests can place food and beverage orders to be delivered to select locations

THERE & THEN™: Guests can place select food and beverage orders and have it delivered to where they plan to be at a designated time

Ocean Navigate: Accessed through the Ocean Compass, guests can learn the whereabouts of their family as they enjoy activities throughout the ship and navigate their way around the ship. Friends and family will also be able to easily communicate with each other through a messaging service.

For more information visit www.ocean.com or www.princess.com