



Princess Cruises Takes Out Top Honour as Australia's Most Trusted Cruise Operator

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Leading cruise line Princess Cruises has been named Australia's most trusted cruise operator in the annual Reader's Digest Trusted Brands Survey.

The recognition comes as the cruise line prepares to celebrate 10 years since it started cruising from Australia year-round.

Princess Cruises Vice President Australia & New Zealand Stuart Allison said the cruise line was honoured to have received the gong.

"We pride ourselves on the holiday experience we provide, including our exceptional customer service, so we are very excited to have been recognised with this award," Mr Allison said.

"Since we began cruising from Australia year-round in October 2007, Princess Cruises has grown from strength to strength in the local market.

"Australians now spend more nights sailing with Princess Cruises than on any other cruise line, enjoying holidays on our local fleet of four ships which sail full-time and seasonally from Australian ports, as well as on our international fly-cruises."

In September next year, Princess Cruises' flagship, the stunning Majestic Princess, will arrive in Sydney for her inaugural season Down Under, in a further indication of the growing popularity of the cruise line amongst Australian holidaymakers.

Princess Cruises was selected from a field of nine ocean and river cruise operators.

The annual Reader's Digest Trusted Brands survey has included a cruise category since 2013, with Princess Cruises being highly commended for the past four years. This year, 71 categories were featured and more than 2450 people were surveyed.

For more information visit www.princess.com