



## Seabourn Looks Back On Three Decades Of Ultra-Luxury Innovation And Ahead To Celebrate Its 30th Anniversary Year

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### Unique events in 2018 include the launch of fifth ship, Seabourn Ovation

**SEATTLE, January 3, 2018** - The 30<sup>th</sup> Anniversary of [Seabourn](#) starts with the turn of the calendar to 2018. But the anniversary celebration will continue throughout the year as the world's finest ultra-luxury cruise line rolls out unique events and amenities created just for the occasion for guests, Seabourn team members and travel professional partners to enjoy around the world.

"Our 30<sup>th</sup> Anniversary is a wonderful occasion to celebrate the reputation we've earned as the world's finest ultra-luxury cruise line by providing guests with opportunities to experience the most intriguing destinations around the globe on the most desirable ships at sea," said Richard Meadows, president of Seabourn. "As we continue to grow, those opportunities will grow as well. For now, though, we invite guests to sit back and soak up the ultra-luxury innovations we've pioneered and special touches we've created in celebration of our third decade at sea."

Here are some highlights to look forward to during Seabourn's 30<sup>th</sup> Anniversary year:

#### A New Vessel: *Seabourn Ovation*

Seabourn will expand its highly acclaimed fleet from four ships to five with the addition of [Seabourn Ovation](#), launching in spring 2018. Like all Odyssey-class ships, which revolutionized ultra-luxury cruising upon their introduction in 2009, *Seabourn Ovation* will maintain the line's high ratio of space per guest, enabling highly personalized service by a dedicated, thoughtful crew.

The addition of *Seabourn Ovation* will further reinforce Seabourn's position as the youngest and most modern ultra-luxury fleet in the industry. Designed by hospitality design icon **Adam D. Tihany**, the ship will feature modern design elements and innovations in keeping with the line's reputation for understated elegance, and it will be configured with one additional deck, expanded public areas, and unique offerings such as Seabourn's new signature dining experience **The Grill by Thomas Keller**, and the new mindful living program **Spa & Wellness with Dr. Andrew Weil**.

Following the ship's delivery, *Seabourn Ovation* will embark on an 11-day inaugural voyage departing May 5, 2018, from Venice, Italy, to Barcelona, Spain. The ship will go on to spend the majority of her maiden season cruising the waters of Northern Europe, offering a series of seven-day Baltic and Scandinavian cruises between Copenhagen and Stockholm, which will include the line's signature three-day stay in St. Petersburg, Russia. *Seabourn Ovation* will also sail on longer 14-day voyages, visiting the majestic Norwegian fjords and British Isles.

#### Here's to 30 More Years!

Whatever the vessel, guests can anticipate a variety of vibrant offerings over the 30<sup>th</sup> Anniversary year ahead. Start with a toast to three decades of cruising excellence with an exclusive **Passion Pearls** cocktail created by world-renowned mixologist **Brian van Flandern**, who has transformed the line's craft cocktail program over the past two years. In keeping with the tradition of pearls to mark a 30<sup>th</sup> year, the cocktail combines ingredients inspired by one of Hollywood's most iconic luminaries, Audrey Hepburn, mixing passion fruit puree, Champagne, Hennessy VSOP Cognac and more. Notes Van Flandern: "Like Seabourn, Audrey's career spanned the globe and continues to inspire the next generation of world travelers who enjoy the simple pleasures of a luxury lifestyle in the company of likeminded people of good taste."

The celebration began in earnest on New Year's Eve across the Seabourn fleet. Additional 30<sup>th</sup> Anniversary-inspired enticements await guests throughout 2018 on their Seabourn cruise, where special touches will be seen in suites and at special events and dinners. While guests always enjoy a wide variety of complimentary fine wines and spirits onboard, a special 30<sup>th</sup> Anniversary Wine Package, featuring a selection of top quality wine and champagne, will also be available for purchase during the celebration. Additionally, The Shops will feature a special collection of pearls this spring along with commemorative 30<sup>th</sup> anniversary merchandise. Guests will even be challenged on their knowledge of Seabourn during onboard trivia matches.

#### A History of Innovation at Sea

Seabourn was born in 1987 out of a belief that travelers would appreciate a cruise experience intensely focused on providing personalized, anticipatory service; a relaxed, club-like atmosphere; and a place that encourages easy, carefree sociability. The line noted that its success depended on travelers recognizing and valuing those attributes and returning to experience them again and again.

Among the line's early innovations: The creation of an onboard experience that felt like something experienced on a private yacht, where virtually everything required for a guest's onboard enjoyment was included in the fare, including all-suite accommodation, dining and complimentary drinks. The idea was to create a relaxed social atmosphere like the one people enjoyed at private clubs. From the earliest days, service was intended to be the finest yet tipping was neither required nor expected by onboard staff.

By 2009, Seabourn responded to evolving guest expectations by revolutionizing the luxury cruise segment with the introduction of 32,000 ton, 458-guest *Seabourn Odyssey*. Larger than Seabourn's original ships, the Odyssey-class vessels further enhanced a spacious, welcoming environment guests desired. The added space allowed the one of the largest spa facilities in the category, a variety of alternative dining and entertainment venues, plenty of open deck space, and more.

Launched to unanimous acclaim in 2009, *Seabourn Odyssey* was declared "a game-changer" by the media. Two additional sister ships, *Seabourn Sojourn* and *Seabourn Quest*, followed in 2010 and 2011, while Seabourn sold its original ships to enable a more consistent fleet profile. The fourth new vessel, *Seabourn Encore*, was launched in December 2016. The fleet will expand again with *Seabourn Ovation* in spring 2018, reinforcing the brand's position as **the newest ultra-luxury fleet** in the industry.

Seabourn continues to raise the bar. The ships travel to many of the world's most desirable destinations, including marquee cities, more than 170 [UNESCO World Heritage Sites](#), and lesser known ports and hideaways. [Ventures by Seabourn](#) invites guests to participate in active optional, for-charge excursions in kayaks and Zodiacs on select voyages. Partnerships with select companies and individuals whose dedication to superior quality, exceptional service and consistent customer satisfaction mirrors Seabourn's has resulted in programs such as '[An Evening with Tim Rice](#)', a new evening entertainment experience created exclusively for the line in association with Belinda King Creative Productions; [Spa and Wellness with Dr. Andrew Weil](#), offering a holistic spa and wellness experience that integrates physical, social, environmental and spiritual well-being; and [The Grill by Thomas Keller](#), reminiscent of the classic American restaurant from the 50's and 60's.

Seabourn continues to innovate its offerings to the luxury traveler with the launch of several new programs and initiatives in 2018, including two **Wellness Cruises with Dr. Andrew Weil**, and a selection of land-based immersive [Seabourn Journeys](#) that will elevate the cruise experience in remarkable destinations around the world.

For more details about the award-winning Seabourn fleet, or to explore the worldwide selection of Seabourn cruising options, contact a professional travel advisor, call Seabourn at 1-800-929-9391 or visit [www.seabourn.com](http://www.seabourn.com).

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