



Princess Cruises Announces Fourth Ship to Debut Medallion Class Ocean Vacations

February 17, 2017

Island Princess to Set Sail in May 2018 on the Next Wave of Vacation Travel in Alaska

SANTA CLARITA, Calif. (February 17, 2017) – [Princess Cruises](#), the #1 cruise line in [Alaska](#), announced today that Island Princess will be the fourth cruise ship to feature the [Ocean Medallion™](#), debuting May 16, 2018 for the Alaska season. The wearable device powered by a first-of-its-kind interactive technology platform within the One Cruise Experience Access Network™ (O·C·E·A·N™), enables a new level of personalization and delivers an enhanced guest experience not previously available in the global vacation industry.

Unveiled by Carnival Corporation CEO Arnold Donald during his opening keynote last month at CES 2017, Princess Cruises is the first Carnival Corporation brand to debut this groundbreaking innovation. The Ocean Medallion is the only accessory needed to elevate the guest experience on cruises by offering unparalleled customer service.

[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, and Island Princess starting on May 16, 2018. The Medallion Class Alaska cruise will set sail on the top-rated Voyage of the Glaciers seven-day itinerary between Vancouver and Anchorage (Whittier), with a trip to the state's best glacial waters including Glacier Bay National Park, a UNESCO World Heritage Site.

"As the leading cruise line in Alaska, it's fitting that our fourth ship to feature Medallion Class Ocean Vacations is Island Princess," said Jan Swartz, Princess Cruises president. "Sailing on our most popular Voyage of the Glaciers itinerary, our guests will enjoy the best Alaska has to offer and enjoy an elevated cruise vacation experience -- connecting each other and the extraordinary people and culture of the 'Great Land' in a more memorable way."

Medallion Class makes cruising more personal, immersive, simple and seamless than previously considered possible. At the heart of this personalized experience is the Ocean Medallion, which enables endless vacation possibilities. The Ocean Medallion has no discernible technology – no on-off switch, no charging, 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 personalized experiences without guests having to push a button or take any action. The pre-cruise engagement will allow guests to provide preferences that detail their wants, needs and desires so that their onboard experience can be personalized.

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 and more. 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 required information is added to the guest profile at home.
- Stateroom Access: The Ocean Medallion will unlock a guest's stateroom door – replacing the key card.
- HERE & NOW™: Guests can place food & beverage orders and have them 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 be guided seamlessly in finding their way around the ship. Friends and family will also be able to easily communicate with each other through a seamless messaging service.

More information about O·C·E·A·N is available at ocean.com

Additional information about Princess Cruises is available through a professional travel agent, by calling 1-800-PRINCESS, or by visiting the company's website at princess.com.

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. As the world's largest international premium cruise brand, Princess carries two million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

Newsroom:

Additional media information is available at princess.com/news.

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