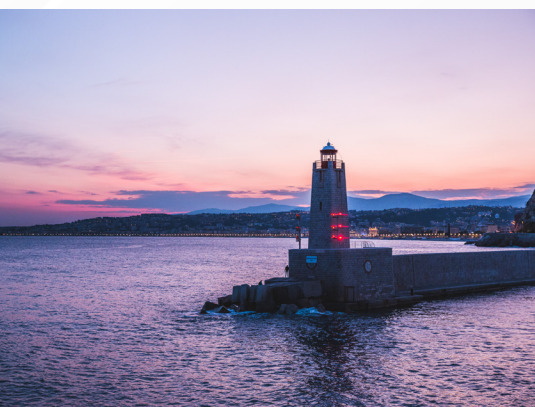


# MEDIA KIT

## 2022



CHANGE THE WAY YOU SEA<sup>SM</sup>





# OUR MISSION

Azamara aims to **Change the Way You Sea<sup>SM</sup>** by going beyond the traditional cruise experience, offering longer stays and overnights to allow immersive discoveries for guests in each destination.

“We inspire curious and passionate travelers to spend more time exploring the world with us on our immersive cruises.”

- CAROL CABEZAS,  
PRESIDENT OF AZAMARA

## WHO WE ARE:

### LEADERS IN DESTINATION IMMERSION

Azamara is a premium cruise line and leader in Destination Immersion<sup>®</sup> experiences, committed to taking people beyond the initial layers of a city and bringing them to the heart of a destination, from cooking and sampling authentic food to listening to traditional music or spending time with locals.

### SMALL-SHIP CRUISING

Azamara's intimate-style ships allow guests to reach marquee ports around the world and dock in smaller, less-visited hidden gems that larger cruise ships cannot reach. Azamara consists of a four-ship fleet, Azamara Quest<sup>®</sup>, Azamara Pursuit<sup>®</sup>, Azamara Journey<sup>®</sup> and its newest ship, Azamara Onward<sup>®</sup>, each carrying less than 700 guests.

### AUTHENTIC SERVICE

Guests can experience an intimate hotel at sea with inclusive amenities such as gratuities, select beverages, butler service, exclusive cultural events and more. Azamara continues to attain record-breaking guest satisfaction survey ratings, including a 98% rating for 'friendliness of staff' on most sailings.

### CHANGING THE WAY OUR GUESTS 'SEA' THE WORLD

**Change the Way You Sea<sup>SM</sup>** encourages guests to take the ports less traveled, and to dive deeper into each destination. By offering its country intensive itineraries, immersive land programs and more overnights in each destination, Azamara gives travelers the opportunity to connect with the local culture and change their perspective on how they view the world.

## AZAMARA BY THE NUMBERS:

**362**

TOTAL NUMBER  
OF UNIQUE PORTS

**92**

TOTAL UNIQUE  
COUNTRIES

**392**

NUMBER OF  
OVERNIGHTS

**862**

NUMBER OF LATE  
NIGHTS

**3000+**

SHORE EXCURSIONS

\*Since Covid began, we've created nearly 1000 new shore excursions.



## SHIP FAST FACTS:

### AZAMARA JOURNEY®

Inaugural Voyage: May 6, 2007  
Refurbished: January 2016

690 guests (double occupancy) • Total Staterooms: 345  
Staterooms • 46 Suites • 200 Veranda Staterooms • 73  
Oceanview Staterooms • 26 Interior Staterooms

### AZAMARA PURSUIT®

Inaugural Voyage: August 1, 2018  
Refurbished: July 2018

702 guests (double occupancy) • Total Staterooms: 351  
Staterooms • 46 Suites • 200 Veranda Staterooms •  
79 Oceanview Staterooms • 26 Interior Staterooms

### AZAMARA QUEST®

Inaugural Voyage: October 22, 2007  
Refurbished: May 2019

704 guests (double occupancy) • Total Staterooms: 352  
Staterooms • 46 Suites • 200 Veranda Staterooms •  
80 Oceanview Staterooms • 26 Interior Staterooms

### AZAMARA ONWARD<sup>SM</sup>

Inaugural Voyage: May 2, 2022

684 guests (double occupancy) • Total staterooms: 278  
52 Club Continent Suites • 6 Club World Owner's Suites •  
4 Club Ocean Suites • 2 Club Spa Suites

## FACILITIES

### DINING

- Prime C Restaurant, steak and seafood
- Aqualina Restaurant, Italian-inspired cuisine
- Windows Café, breakfast, lunch, dinner and desserts
- The Patio, casual grill during the day, restaurant in the evening
- Swirl & Top, self-serve frozen yogurt station
- Discoveries Restaurant
- 24-hour room service

### HEALTH, BEAUTY AND VITALITY

- The Sanctum Spa
- Sanctum Terrace with Thalassotherapy Pool
- Salon
- Acupuncture at Sea
- Fitness Center
- Main Pool with Jacuzzi
- Jogging Track

### ENTERTAINMENT, BARS & LOUNGES

- The Living Room
- The Drawing Room
- Card Room with In Touch computer stations
- Pool Bar
- Cabaret Lounge
- Spirits bar (excluding Pursuit<sup>SM</sup>)
- Mosaic Café Coffee Bar
- Discoveries Bar
- Atlas Bar (Only on Onward)

### OTHER ONBOARD AMENITIES

- Cruise Global, Connect Local shore excursions desk
- Shops: Indulgences, The Journey/Quest Shop
- Photo Shop
- Guest Laundry Facility
- Table Tennis and Shuffle
- Board Medical Facility

## INCLUSIVE AMENITIES

### INCLUSIVE AMENITIES FOR ALL GUESTS

- Complimentary AzAmazing Evening® event (on most voyages)
- Select standard spirits, international beers and wines
- Gratuities
- Bottled water, soft drinks, speciality coffee and teas
- Self-service laundry
- Shuttle service to and from port communities, where available
- Concierge services for personal guidance and reservations

## STATEROOM AMENITIES

Two lower beds convertible to one queen-size bed | Cotton bed linen and duvet | Terry cloth bathrobes and slippers | Sitting area with flat-screen TV | 70% of staterooms with veranda | Fresh-cut flowers and turn-down treats | Shoe-shining service, tote bag, and use of umbrella | Refrigerator with mini-bar | Thermostat-controlled air conditioner | Writing desk | In-room safe | Hand-held hairdryer

### AND FOR SUITE GUESTS

- English butler service
- 235 complimentary Internet minutes, per guest
- One free bag of laundry service per suite, each seven days
- Complimentary seating in the specialty restaurants
- Afternoon tea service in-suite
- \$300 Onboard Credit per person  
(Club World Owner's, Club Ocean & Club Spa Suite categories only)

# WHY CRUISE WITH AZAMARA

At Azamara, we encourage guests to 'change the way they see' the world by learning, exploring and interacting with the people and cultures of each destination.

## CURATED EXPLORATION

### APPRECIATION OF DESTINATION BY DAY AND NIGHT

With longer stays, guests can explore a destination by day and experience how these cultural cities come to life at night.

### SLOW TRAVEL

With more late nights and overnights in port, Azamara gives travelers the time and opportunity to connect with local cultures.

### COUNTRY INTENSIVE VOYAGES

Azamara's carefully curated itineraries are designed to provide travelers more time to discover a country's hidden gems.

### CULTURAL IMMERSION

Expanded and enhanced offerings through new voyages and land programs allow guests to fully immerse themselves within a destination and 'see' it from a new perspective.



## INCLUSIVE AMENITIES

- Complimentary AzAmazing Evening events or Onboard Destination Celebrations
- Gratuities
- Select standard spirits, international beers and wines
- Bottled water, soft drinks, specialty coffees and teas
- Self-service laundry
- Concierge services for personal guidance reservations

## PERSONALIZED COMFORT

From stateroom to suite, guests can enjoy an unmatched level of service and luxury. Amenities include:

- 24-hour room service
- Fresh-cut flowers
- Egyptian cotton linens
- Terry robes and slippers
- Fine French toiletries

## EXPLORE WELL AT SEA:

Azamara is committed to providing all guests a safe and healthy voyage, by implementing new protocols, including (but not limited to) the following:

- **Advanced screening protocols**
  - COVID-19 vaccination requirements for crew and guests
  - Pre-board and onboard testing and medical evaluations
- **Enhanced sanitation measures**
  - Adopting medical-grade cleaning standards
  - Using EPA-certified disinfectants
  - Utilizing electrostatic spraying
  - Enforcing sanitation and prevention control
  - HVAC fresh air filtration systems



# AZAMARA CIRCLE: SAIL AND EARN REWARDS

Azamara Circle is a generous loyalty program that kicks in after passengers first full-fare Azamara voyage. It's easy to join and earn points – the more you sail, the more you earn! Onboard benefits of the program include free internet and laundry service, complimentary nights onboard, savings on the Ultimate Beverage Package, an Azamara Circle party – and single cruisers earn double points on every voyage.

Pre- and post-voyage benefits include quarterly savings of 10 percent on select voyages, upgrade program based on your tier level, savings and upgrades with Hertz, and the Refer & Receive program, which offers US\$300 on future cruise credit when you refer a friend who has never sailed with Azamara before.

Membership is divided into five tiers: Explorer, Discoverer, Discover Plus and Discoverer Platinum and as you earn points, you move up through the loyalty tiers. Members earn up to 18 points for every night of a voyage, depending on the stateroom category.

## FIND OUT MORE AT

[HTTPS://WWW.AZAMARA.COM/LOYALTY/  
AZAMARA-CIRCLE/MEMBER-BENEFITS](https://www.azamara.com/loyalty/azamara-circle/member-benefits)



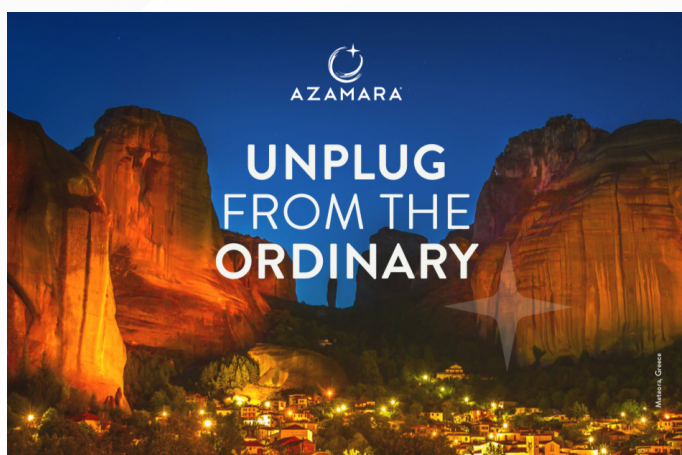
# CHANGE THE WAY YOU SEA<sup>SM</sup> WITH US

## OUR NEW BRAND CAMPAIGN

### CHANGE THE WAY YOU SEA<sup>SM</sup>

Change the Way You Sea<sup>SM</sup> aims to visually capture the unique sights and experiences that await travelers on an Azamara voyage. Through this new multi-platform campaign, Azamara highlights its one-of-a-kind cruising experience and visually captures the beauty to be found off the beaten path, prioritizing the opportunity to fully appreciate a destination by day and night.

Azamara's fleet of four intimate-style ships allows travelers to access marquee ports across the world, and to dock in smaller ports to explore these hidden gem destinations. Change the Way You Sea<sup>SM</sup> encourages guests to take the ports less traveled, and to dive deeper into each destination. By offering its country intensive itineraries, immersive land programs and more overnights in each destination, Azamara gives travelers the opportunity to connect with the local culture and change their perspective on how they view the world.



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