



Azamara Club Cruises COMPANY PROFILE

Overview

Founded in 2007 and rebranded in 2009, Azamara Club Cruises has earned a loyal following of discerning up-market travelers and won dozens of top travel awards. Today the company is recognized for its engaging onboard lifestyle and focus on Destination Immersion, made possible with longer stays, more overnights and night touring.

In great destinations around the world, Azamara guests stay to enjoy rich experiences of local life after other ships sail away in late afternoon. Tourist crowds thin and the pulse of life quickens as restaurants, bars and clubs fill up and music, theater and dance halls open their doors. This is when real local culture often shines brightest, and Azamara guests get to be part of it.

Life onboard an Azamara voyage is a unique experience too, with a warm and welcoming club-like atmosphere and service that's always cordial. Azamara guests may come for the destinations, but they return for the award-winning staff and crew who make them feel at home anywhere on earth.

Leadership

Travel industry veteran Larry Pimentel has been president and CEO of Azamara Club Cruises since 2009. Known for building successful cruise lines and brands, he also is one of the industry's most popular educators and speakers on marketing to affluent travelers. Before joining Azamara Club Cruises, he was president and CEO of SeaDream Yacht Club, Cunard Line and Seabourn Cruise Line. He was previously president and CEO of Classic Hawaii, a tour operating company.

Ship and guest profile

Azamara Club Cruises operates two mid-sized ships, the Azamara Journey and Azamara Quest, each carrying up to 686 guests at full capacity. The company serves an up-market segment of international travelers, with approximately 40 percent from the Americas, 40 percent from Europe, and 20 percent from other countries. Guests tend to be curious and well traveled, and as a whole are eager to explore new destinations and cultures. Azamara's staff, crew and headquarters team are equally international, hailing from more than 60 nations.

Gracious onboard life

Azamara is known for onboard hospitality, attentive service, and a playful spirit that adds to the joy of travel. The ships' intimate size fosters a feeling of community. Staff and crew quickly learn guests' names and interests, and guests develop easy friendships with each other and with their favorite bartenders, waiters and attendants. Azamara officers are a big part of ship life, frequently joining guests on deck, in dining rooms, and at social events.

Complimentary amenities

Generosity is the norm on Azamara voyages. Onboard hospitality includes complimentary select standard spirits, beer and wine, gratuities, bottled water, soft drinks, specialty coffees and teas, English butler service for suite guests, self-service laundry, shuttle service to and from most port communities, and concierge services for personal guidance and reservations. A complimentary AzAmazing Evenings event is also included on most voyages.

Creative itineraries

Azamara Club Cruises annually offers 60 to 70 voyages featuring classic and less-traveled destinations in Asia and Indonesia, North, South and Central America, the West Indies, Northern Europe (including the British Isles, Scandinavia, Norwegian Fjords and Baltic Sea), Western Europe and the Mediterranean. Azamara also periodically sails to Antarctica and will begin visiting Australia in late 2015. Sailing on mid-sized ships enables guests to visit smaller, less-traveled ports and explore rivers, fjords and bays that are off-limits to larger vessels. Guests also reap the advantages of prime docking locations close to town centers, shopping and nightlife.

Awards and honors

Azamara Club Cruises has won dozens of honors and awards including best service, best value, best overall experience and best cruise line from the likes of *Travel & Leisure*, *Conde Nast Traveler*, and *Cruise Critic* (the world's largest online community of cruise travelers). The company has also won top honors from the *UK Cruise Critic Cruisers' Choice Awards* including best overall, best dining, best service, best value-for-money and more. Guest satisfaction ratings are among the industry's highest, with many guests pointing to the outstanding onboard experience.

A CLOSER LOOK AT THE AZAMARA EXPERIENCE

Destination Immersion

Azamara Club Cruises is devoted to the idea that the greatest pleasure of travel is connecting with cultures and people through authentic experiences.

With more time in port, the possibilities are multiplied. Azamara guests often have time to visit nearby towns and countryside. Plus, they get to experience a completely different side of local culture at night, such as elegant dining in Saint-

Tropez, nightclubs in Ibiza, night markets in Hong Kong, and music clubs in Rio de Janeiro. They have options for overnight excursions to inland cities like Berlin, Madrid and Moscow, and trips to UNESCO World Heritage sites like Bagan and Angkor Wat that require full days or longer.

Complimentary AzAmazing Evenings are a unique experience of cultural immersion. Offered on most voyages, these exclusive, bespoke events showcase authentic cultural entertainment to guests in remarkable venues like French chateaux, Caribbean gardens, Spanish forts, Russian ballet halls and Roman amphitheatres.

Azamara's optional small-group Land Discoveries offer an up-close experience at every port. Guests can follow their interests in arts and culture, food and wine, guided historic tours, hiking, kayaking, biking, and more. New *Insider Access* Land Discoveries facilitate small-group visits to private homes, estates and farms, where welcoming hosts bring local traditions to life through a shared meal, dialogue and exchange of ideas. *Nights and Cool Places* are small-group tours that highlight arts, architecture and scenery after nightfall, perhaps as part of a private river tour or museum tour.

For those who love exploring on their own, concierge guidance and reservations is always complimentary.

Unique onboard environment

Boutique-style accommodations. Onboard accommodations are similar to a favorite European boutique hotel, with fine bed linens, French bath products, plush towels, robes and slippers and 24-hour room service. Suite guests enjoy English butler service as well.

Fine dining and wines. Dining choices include five restaurants, from casual to elegant, plus 24-hour room service. Two specialty restaurants (included for suite guests, small surcharge for others) feature fine Mediterranean cuisine and classic steakhouse fare. Dining is enhanced by an international Wine Cellar stocked with distinguished vintages and small production wines. Other options (for added cost) include an elegant champagne and caviar bar and exclusive Chef's Table that pairs multiple courses with fine wines.

Evening entertainment. Evening entertainment ranges from an elegant nightclub to a big stage show or favorite bar stool. The *Cabaret Lounge* features professional musical revues; the *Looking Glass Lounge* is an elegant bar with dancing to live music or DJ-spun tunes; and *Casino Luxe* offers blackjack, poker, slot machines and more. Another favorite evening gathering place is *Mosaic Café*, where guests can relax with drinks and enjoy live after-dinner music.

Spa, health and wellness. A full service spa and salon help guests look and feel their best. Options include exclusive body, facial and massage treatments, health and wellness consultations, acupuncture and a full menu of salon services. All treatments are delivered by certified professionals.

Fitness center. Guests will find modern equipment and spectacular views in Azamara's 24-hour fitness center. Voyages feature a selection of complimentary yoga, nutrition and training classes, and guests can also opt for one-on-one sessions with a personal trainer (for added cost).

In sum: A high value experience of destination-focused travel and club-like hospitality

Longer stays with a focus on Destination Immersion and authentic cultural experiences, inclusive amenities, complimentary AzAmazing Evenings, and a warm, club-like onboard atmosphere make Azamara Club Cruises a standout value for up-market travelers.

Azamara Club Cruises is a member of the Royal Caribbean Cruises Ltd. family of cruise lines.

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