

IN-STORE

Cunard brings top New York Times journalists aboard

March 17, 2015



Queen Mary 2

By NANCY BUCKLEY

Global cruise line Cunard and The New York Times are organizing an exclusive option for eastbound trips aboard the Queen Mary 2 during 2016.

[Sign up now](#)

Luxury Daily

"The New York Times Insights Cruise" will feature speeches from top journalists where guests will be able to engage in conversation and discussion about specific topics. The intellectual package will intrigue those sailing across the Atlantic in the iconic ship with an historical and educational purpose and interest.

"Cunard passengers will be intrigued by this new collaboration because The New York Times is one of the most highly regarded newspapers in the world and their speakers bring an expertise and first-hand knowledge to subject matter like no other," said Richard Meadows, president of [Cunard Line North America](#), Seattle. "Cunard is known for bringing thought-provoking, inventive topics onboard through our Insights program and our curious passengers will be excited to learn that The New York Times will now be a part of it."

Setting sail

Beginning on Jan. 3, 2016 The New York Times Insights Cruise will set sail with five top journalists for the seven-day journey.

Former foreign correspondent and columnist Clyde Haberman will be present. Mr. Haberman wrote the NYC column for 16 years and spent 13 years as the foreign correspondent based in Tokyo, Rome and Jerusalem.



New York Times' cruise

David Clay Johnson will offer insights with his knowledge as a professor of law at Syracuse University and investigative journalism skills. He is a 2001 Pulitzer Prize winner for his reporting on tax code and has written three texts.

Former senior writer, deputy travel editor, assistant science editor and technology columnist at The New York Times, Peter H. Lewis is another one of the featured journalists. Mr. Lewis is currently a freelance writer and novelist.



Queen Mary 2

Michael S. Schmidt is a national security reporter for The New York Times and has covered topics such as the Boston Marathon bombings, the rise of ISIS and Secret Service scandals.

The final journalist to join the first transatlantic Insights cruise will be John Schwartz, a science reporter who has focused on climate change.

Each day of the cruise will feature a talk from the journalists engaging guests in

intellectual conversation and thought.

Prior to the departure interested guests will be able to take a tour of The New York Times' headquarters in New York. A tour of the newsroom and brunch will kick-off departure day, and there will also onboard elements of the excursion.

"Access to The New York Times is rare, and adding this enticing option to our program will provide our passengers with a fascinating opportunity to see what life is like inside the renowned newspaper and get them excited to learn more onboard Queen Mary 2," Mr. Meadows said. "We strive to enrich the lives of our guests both on land and at sea."

Brand focus

This year, Cunard is feting its 175th anniversary with a series of onboard events pointing to its history.

From retracing the original transatlantic crossing to remembering the sinking of the Lusitania, Cunard is involving consumers in both the highs and lows of its heritage through special packages and online content. Commemorating a milestone can help prompt booking from loyal travelers, who want to experience the special time with their favorite brand ([see story](#)).

The New York Times cruise will be throughout 2016, but for the anniversary year consumers will be able to attend exclusive packages such as a jazz-themed cruise.

Cunard is teaming with jazz label Blue Note Records to bring passengers aboard the Queen Mary 2 for intimate performances during its trans-Atlantic journey.

On Oct. 29, 2015, the ship will leave New York for Southampton, United Kingdom with the Blue Note 75th anniversary all star band, "Our Point of View." The celebration of the record label's anniversary coincides with Cunard's 175th anniversary and the duo celebration will likely attract attention as music and boating enthusiasts come together for the week-long journey across the sea ([see story](#)).

Cunard's themed cruises will likely gain attention from a wider array of passengers.

"We pride ourselves on continuing to offer varied and high caliber speakers from historians to journalists to actors and astronauts," Mr. Meadows said. "Its our goal to create compelling programing that will keep both our returning guests and our newest passengers intrigued to come onboard and experience it for themselves."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/C2zWnCJ78W0>