

OUT OF HOME

## Silversea Cruises culls artists the world over to enhance onboard experience

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*Silversea Cruises Silver Wind ship*

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By FORREST CARDAMENIS

Monaco-based cruise line Silversea Cruises is offering its consumers a plethora of enriching experiences to make voyages more memorable.

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The Exclusively Yours Enriched Voyages collection will bring everything from opera and ballet to the culinary arts on board. Providing cultural experiences that travelers crave will position Silversea Cruises as a more enticing choice for consumers.

"Our guests are inquisitive luxury travelers who appreciate authentic, life-enhancing experiences that are personalized to their interests," said Angela Composto, vice president of marketing for the Americas at **Silversea Cruises**. "While compelling destinations, luxury accommodations and superior onboard service certainly matter, they also seek an emotional benefit that goes above and beyond the cruise itself.

"By offering enriching activities and entertainment designed to be in tune with our guests' leisure pastimes, we create an environment where they feel totally at home even as they are discovering distant lands and cultures," she said.

### Smooth sailing

The initiative will bring the Accademia Teatro alla Scala opera on-board the ship, along with ballet soloists from the State Academic Bolshi Theater. On the culinary side, Relais & Chateaux chefs, which consists of 520 chefs from around five continents, will host "culinary voyages" for passengers.



*Academy soloists performing at La Scala Opera House*

Soloists from the Accademia Teatro alla Scala's Academy of Lyric Opera, as well as a piano accompanist, will perform a series of librettos onboard Voyage 5624 from Venice, Italy to Athens on Aug. 22-31; voyage 5626 from Monte Carlo to Venice, Italy Sept. 9-19 and Voyage 5630 from Athens to Venice, Italy on Oct. 10-19.

Daria Khoklova and Artemy Belyakov of the State Academic Bolshoi Theater of Russia will perform three times on Voyage 5625 from Athens to Monte Carlo, which takes calls in Greece and Italy.



*Daria Khokhlova and Artemy Belyakov*

Culinary experiences will vary by voyage and will include "Tastes of the Mediterranean," gourmet, wine, tea and chocolate and coffee cruises.

Also of note, Voyage 2633, sailing from Barcelona, Spain to Fort Lauderdale, FL will include Silversea's first ever bridge tournament, with prizes for the winners. American Contract Bridge league life masters will be there, and seminars and meetings will also be held.

"We're extremely honored to present this unique collection of cruises designed to showcase extraordinary talent in the performing arts and gastronomy," said Mark Conroy, managing director for the Americas at Silversea Cruises, in a statement. "We're attentive to our guests and believe they will find these voyages are perfectly attuned to their varied interests and pastimes."



Exclusively Yours Enriched Voyages initiatives will take place in the late summer and autumn of 2016.

Although travelers consider ports of call when booking cruises, the on-board experience is at least as important for many of them. Providing excellent on-board entertainment will likely sway a number of consumers into selecting Silversea.

#### On-board artistry

Bringing art and performance onboard is a popular way for cruise liners to attract consumers.

Boutique cruise line Uniworld is showing its patrons the joy of life with its latest cruise ship.

The super ship, fittingly named the S.S. Joie de Vivre, will have a focus on food, art and entertainment on-board. Since a cruise is frequently more about the time spent onboard than the time spent exploring or the destination, unifying amenities, decor and service as distinguishing joys of life help the brand position itself to consumers ([see story](#)).

Sometimes a cruise line will look to foster visible sector ties, tying the brand with other aspects of a lifestyle.

For example, global cruise line Cunard is showing off its creativity with a pair of newly announced event programs.

"Transatlantic Fashion Week" will put patrons in touch with industry members in the lead up to New York Fashion Week, while "British Isles Culinary Discovery" will do the same with gastronomical celebrities. Creative "event" cruises help differentiate Cunard from other cruise lines and foster a reputation of "luxury" because of its ties to other sectors, events and people ([see story](#)).

"Excellence, authenticity, passion, and commitment are core values at Silversea, and ones which we share with our partners from the worlds of ballet, opera and the culinary arts who are joining with us to create this exclusive collection of inspiring theme cruises," Ms. Composto said.

"We are focused on understanding our guests' passions and lifestyle and creating experiences that tap their interests. As long as we are attentive to their desires, the Silversea luxury cruise experience will make an enriching emotional connection with our guests that sets us apart from the competition."