

TRAVEL AND HOSPITALITY

## Cunard puts focus on pet-centric services through dog show sponsorship

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*Cunard's Queen Mary 2 included more kennel room in its redesign*

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By STAFF REPORTS

Cunard is aligning with the Westminster Kennel Club Dog Show in New York, looking to promote its cruise line's attention to furry friends as demand for pet-friendly travel rises.

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The cruise line will be the sole travel brand sponsoring the competition, which will take place from Feb. 11-14. With a long history of allowing dogs and cats aboard its ships, this show offers Cunard the opportunity to differentiate itself among an audience of animal lovers.

Canine crossing

This marks Cunard's first time sponsoring the Westminster Kennel Club Dog Show.

"Cunard is proud to sponsor the iconic Westminster Kennel Club Dog Show in New York City," said Josh Leibowitz, senior vice president, Cunard North America. "Both brands have a long history of supporting our four-legged friends, and we are thrilled to be part of this tradition for dogs and dog lovers."



### *The remastered kennels on the Queen Mary 2*

Showcasing this love toward dogs, Cunard has set up a booth at Pier 94 that demonstrates the experience awaiting pets on its Queen Mary 2. Bellmen will be doling out treats and canine apparel.

Also making an appearance will be Instagram-famous dog Wally the Welsh Corgi, and attendees can pose for a photo op with the pup.

Cunard has been pet-friendly for 176 years. The cruise line is the only one to allow travelers to bring their dogs and cats on board with them during Transatlantic Crossings.

Among the dogs that have sailed with Cunard are the pets of Elizabeth Taylor and the Duke and Duchess of Windsor.

With pet travel taking off, Cunard doubled the size of its kennels on the Queen Mary 2 during its renovation last year. This update included the addition of a pet playground and owner's lounge.

Pets and their owners can also take advantage of a larger outdoor area, which includes hometown touches from both ports, such as a Liverpool lamppost and a New York fire hydrant.

Allowing a pooch to experience its Transatlantic Crossing firsthand, the Best in Show winner and their owner will be gifted a trip aboard Cunard's newly remodeled Queen Mary 2.

"We are delighted to be working with Cunard at this year's show," said Gail Miller Bisher, director of communications, The Westminster Kennel Club. "This premiere cruise line offers pet owners an opportunity to travel with their dogs in a comfortable and safe manner and we look forward to a long relationship with them."