

TRAVEL AND HOSPITALITY

Cunard brings guests closer to their ancestors

March 13, 2018



Cunard goes back in time for its latest itinerary. Image credit: Cunard.

By STAFF REPORTS

Cruise line Cunard is going back into its history to give guests interested in their ancestries a special opportunity, catering to the experience-driven traveler.

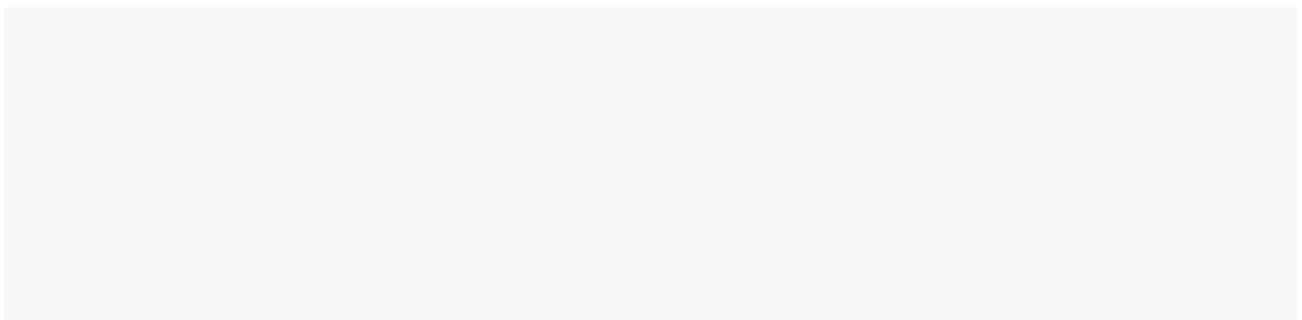
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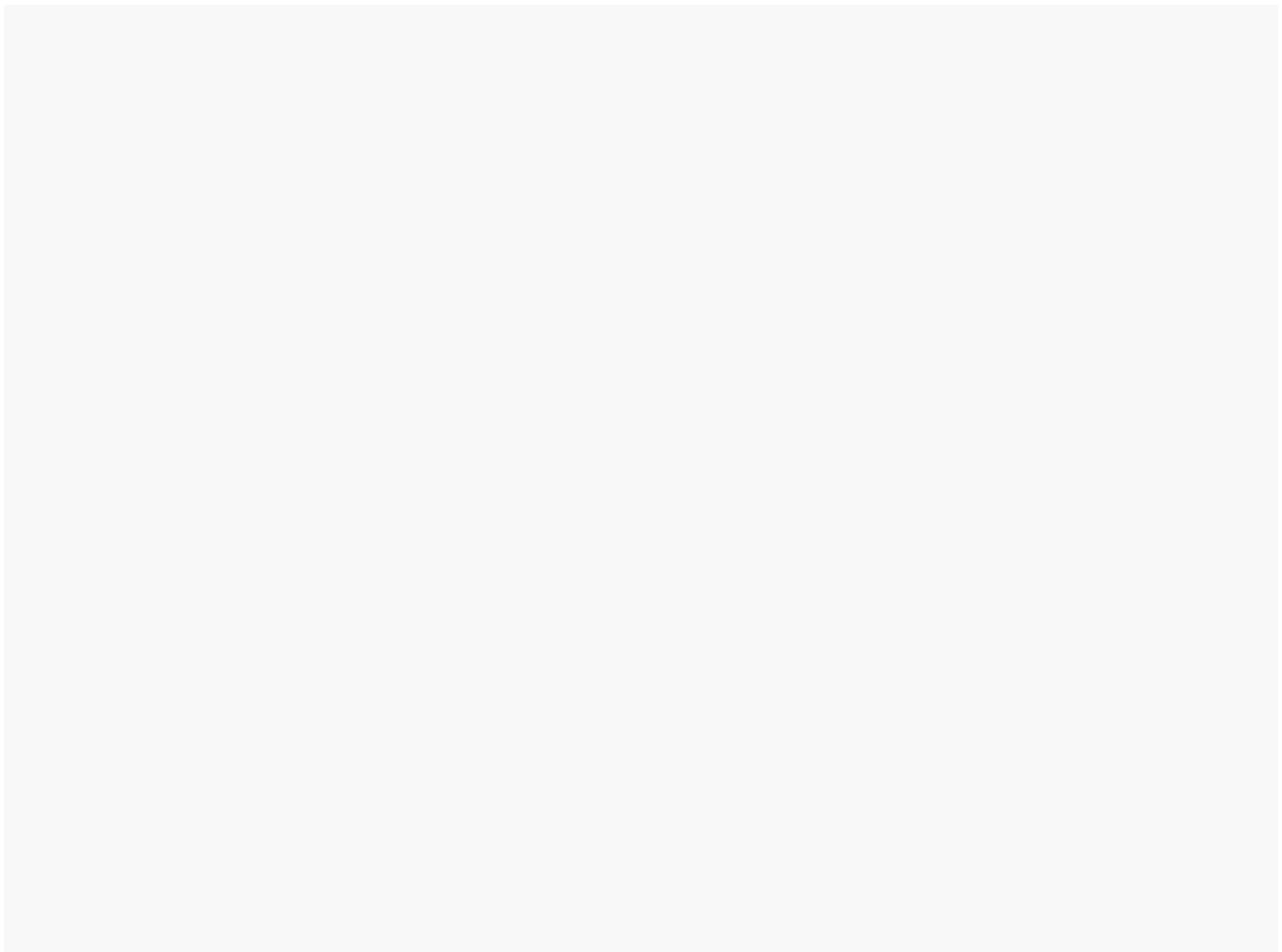
Affluent travelers today are looking for unique experiences over amenities, which has inspired travel brands to push boundaries in creating new itineraries and activities. In keeping with this strategy, Cunard is partnering with Ancestry.com to provide an impactful trip around New York's Ellis Island, personalized for each traveler.

Cruising the past

Cunard will be hosting a special voyage around Ellis Island that will also provide guests with an in-depth look at their family histories.

The luxury cruise line will provide a detailed look into the history of New York's Manhattan borough and its landmarks such as Wall Street, the New York Exchange, Federal Hall and Trinity Church. The experience is a seven-night Transatlantic Crossing, including a two-night trip will include a post-voyage tour of Ellis Island and New York's Ancestral Trail.





It's almost time to switch off and relax... #fridayfeeling #weekend : @jo_rodgers

A post shared by Cunard (@cunardline) on Jan 19, 2018 at 5:03am PST

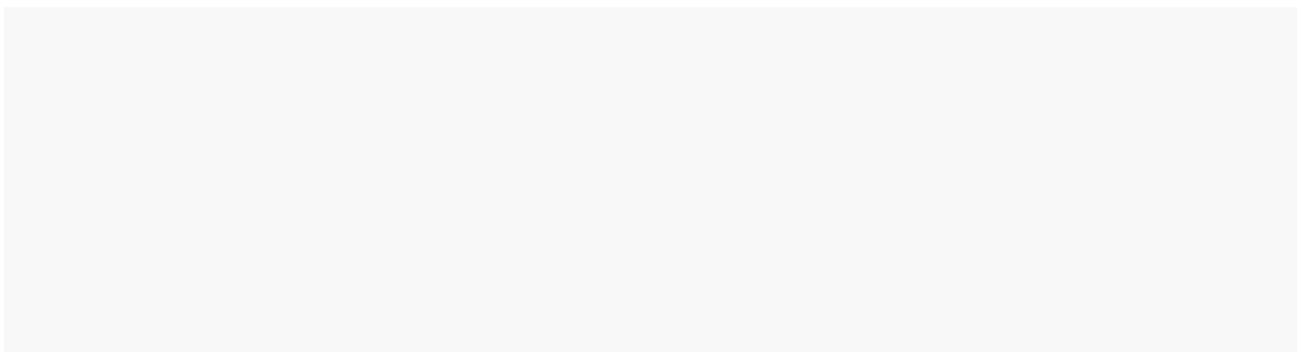
Taking place on Nov. 4 to 11 this year, Cunard's trip will provide four genealogists from Ancestry.com to show participants where they come from. The experts will show guests how to sort through records and census data.

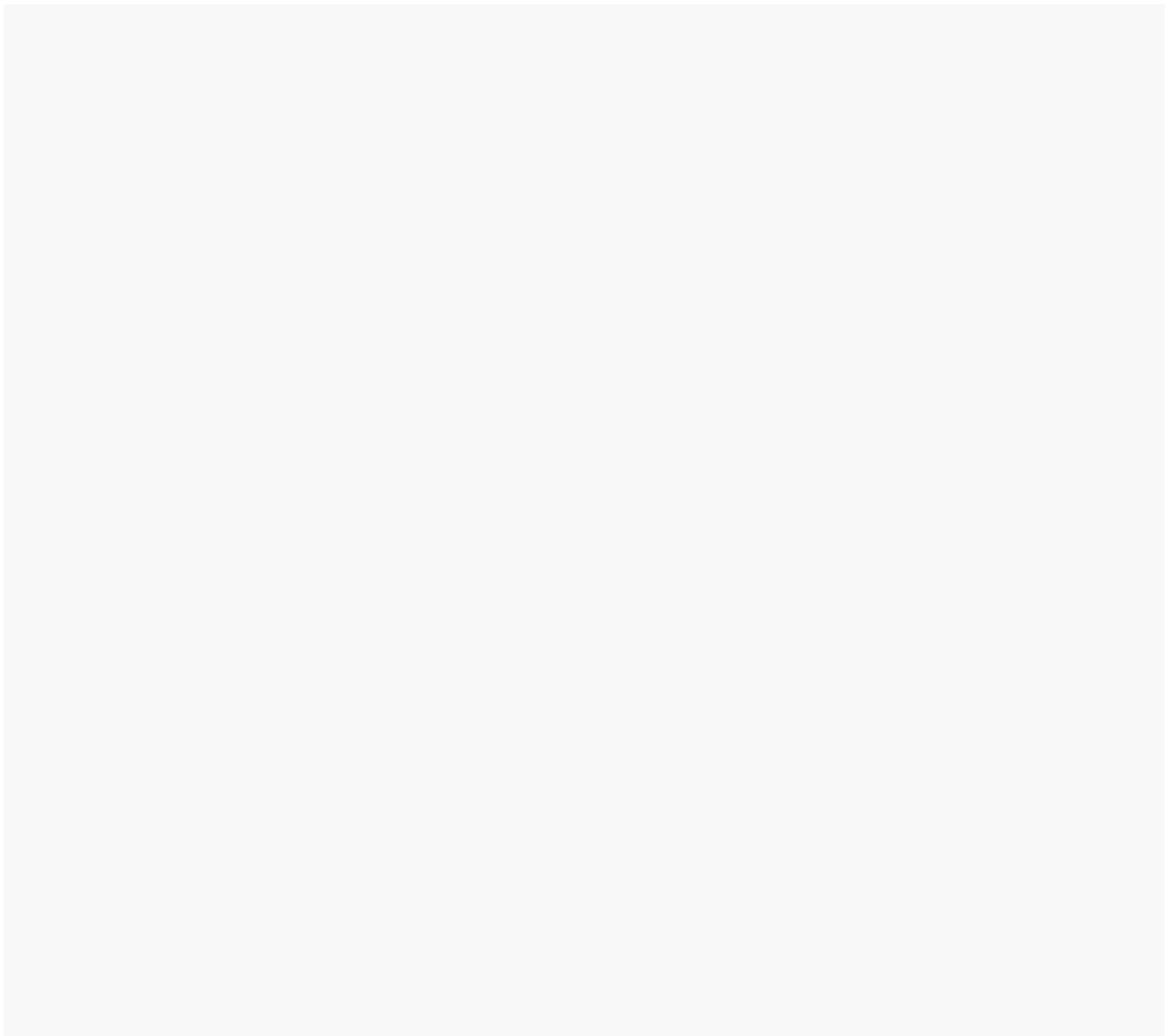
The genealogists will also discover participants' ethnic makeup with DNA.

Ancestry.com experts onboard include Jennifer Utley, Angie Bush, Crystal Beutler and Simon Pearce.

The cruise line was inspired by its own history for this trip. The brand ushered one in five immigrants who came through Ellis Island across the Atlantic back in the late 1800s.

"Cunard has a deep history with immigration to the U.S.," said Josh Leibowitz, senior vice president of Cunard North America. "Cunard's partnership with Ancestry.com for the November transatlantic crossing will be an extraordinary experience for our guests to learn about their ancestors as they retrace their passage to the U.S., sailing into New York on a Cunard liner."





Where better to wake up on a #lazysunday morning?! : @jo_rodgers

A post shared by Cunard (@cunardline) on Mar 4, 2018 at 3:51am PST

In another special trip as it makes it return to Alaska, cruise line Cunard is ensuring that its passengers can have a luxury experience on both water and land.

The company has not run tours to Alaska in more than 20 years, but it will begin traveling to the U.S. state again in 2019. For its resumed service to Alaska, Cunard is partnering with rail operator Rocky Mountaineer, allowing guests to extend their journey with a train excursion ([see more](#)).

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