

TRAVEL AND HOSPITALITY

Cunard enlists passengers to share voyage experiences

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The Queen Mary 2 is Cunard's flagship and completes transatlantic voyages. Image credit: Cunard

By SARAH RAMIREZ

Cruise line Cunard is highlighting its guest experiences and customer service in a new campaign that shares what its transatlantic journeys offer as opposed to traditional cruises.

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By featuring real-life passengers, Cunard is sharing its offerings through more trustworthy influencers. Cruises are gaining popularity among affluent travelers, and heritage brands such as Cunard need to stay at the forefront of their minds.

"We cannot reflect the brand better than by speaking with real guests who have all had real experiences onboard Cunard's iconic transatlantic crossing," said Josh Leibowitz, senior vice president of [Cunard North America](#) and chief strategy office of Carnival Corporation.

Guest experiences

Cunard's "The Transatlantic Crossing" film features a variety of passengers, from frequent travelers to first-timers. Along with sit-down interviews, the video includes footage of the passengers aboard its flagship liner, the Queen Mary 2.

"Only four of the individuals featured in this video were guests that we had known and chosen to participate in the video," Mr. Leibowitz said. "All of the other guests in the video had actually sailed that day and were disembarking the morning of the video shoot."

The video begins with passengers explaining why they chose transatlantic voyages. Their reasons include family traditions and finding unique ways to travel between the United States and Europe.

Cunard's The Transatlantic Crossing film features passenger testimonials

The subjects also touch on their first impressions of the Queen Mary 2, calling it "glorious" and a "true ocean liner."

Cunard's film emphasizes that its commitment to service begins as soon as passengers board its liners. Cunard employees line up to greet each traveler for a "Hollywood" experience, as one passenger describes it.



Cunard staffers greet passengers boarding the liners. Image credit: Cunard

Several of the travelers mention that service aboard the Cunard liners is high-quality, regardless of the cabin level.

During its transatlantic journey, the Queen Mary 2 does not stop at any ports. While that may be a drawback to some prospective travelers, this gives Cunard the opportunity to showcase activities available for guests while they sail.

Tea service, a planetarium, gourmet food, tennis courts and spa services are among the activities featured in The Transatlantic Crossing.

"The Transatlantic Crossing is more than a bucket-list voyage," Mr. Leibowitz said. "It's a journey where guests can completely relax in the luxury of time and space."

Cruise competition

More brands are seeing opportunities in luxury cruises that offer unique and varied experiences.

Affluent consumers are united in a shared affinity for travel as experiences become more important than things.

A new report from YouGov finds that while consumers' preferred hobbies vary in different regions of the globe, travel comes out on top for all parts of the world. However, while travel is top-of-mind for affluent travelers, YouGov warns that the affluent are beginning to express feelings of travel fatigue, calling for brands to keep their offerings fresh ([see story](#)).

"Luxury cruise travel can be a difficult thing to market," said A. Taylor Rains, managing partner [Flugel Consulting](#), Charleston, SC. "Much like air travel, people tend to feel that the luxury element is a thing of the past."

Later this year, Cunard is partnering with Ancestry.com to provide an impactful trip around New York's Ellis Island, personalized for each traveler.

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 ([see story](#)).

"The Cunard brand is steeped in history," Mr. Rains said. "The video campaign pays homage to that while showing how historic elegance can live in a modern luxury environment."