

TRAVEL AND HOSPITALITY

Cunard launches tour packages to extend travel experiences

August 13, 2018



Cunard introduces customized voyage and tour packages. Image credit: Cunard

By SARAH RAMIREZ

Cruise line Cunard is debuting voyage and tour packages to its guests that mix sightseeing and cultural activities with upscale hotel accommodations, exhibiting a growing theme of luxury travel brands expanding into a variety of hospitality endeavors.

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Cunard's tour packages run for three to four days and take place in a variety of port cities, allowing guests to experience a particular locale in more detail. As hotel brands expand to the sea or the air, Cunard is extending its unique experiences on land.

"Today's travelers are looking for 'transformative travel' and experiences through which they can learn something new and add value to their personal life," said Jackie Chase, public relations director at **Cunard**. "The new pre- and post-cruise tours allow guests to fully immerse themselves in some of the world's most interesting cities."

Extended experiences

The first tour packages will be introduced in Rome, Hong Kong, Dubai and Cape Town. These tours are designed to precede or follow one of Cunard's cruises.

"With the new tour packages, Cunard makes it easy for guests to explore the land itineraries and discover some inspiring destinations," Ms. Chase said.

Roman tours include a visit to Vatican City and a three-course Italian lunch. Travelers will also see famous landmarks including the Colosseum, Forum, Trevi Fountain and Navona Square.



The Trevi Fountain in Rome

In Hong Kong, guests will have the opportunity to experience the waterfront shops and restaurants at Stanley Village, as well as an authentic dim sum meal on a floating restaurant. For an escape from the bustling urban center, there will be tours to the countryside at Lantau Island.

Guests in Dubai will be able to visit Burj Khalifa Tower and Dubai Mall, the world's largest shopping center. There will also be opportunities to snorkel and swim by the Omani border and travel Dubai's waterways via an abra.

From Cape Town, travelers can go to South African vineyards for wine tastings and meet penguins at Boulders Beach.

The pre- and post-voyage tours include accommodations at luxury hotels in each city. Instead of partnering with another hospitality brand, Cunard has linked up with independent hotels.

Beyond the sea

Cunard is not the only luxury cruise line that is expanding to more land-based excursions to make guests' experiences more well-rounded.

Silversea Cruises also recently introduced a collection of land experiences to take travelers to remote locales.

Designed as pre- or post-cruise excursions, Silversea's inaugural Couture Collection includes trips to far-flung destinations such as Antarctica and Tibet. Tour operators are working to differentiate their offerings through off-the-beaten-path destinations, looking to inspire frequent travelers with places they have not visited before ([see story](#)).

Last summer, super yacht brokerage Burgess Yachts extended the aquatic theme of one of the most iconic boat racing competitions to accommodations and events tailor-made for affluent guests.

Burgess offered a series of packages to provide attendees with an unparalleled experience while they stayed in Bermuda for the month-long America's Cup. Packages included stays on superyachts, as well as entry to various events for the competition ([see story](#)).

In addition to aquatic companies taking to land, other brands are headed to the water.

Hospitality brand The Ritz-Carlton is finalizing its foray into yachting as affluent consumers seek more cultural and unique means of travel.

The Ritz-Carlton Yacht Collection is officially open for booking, hoping to attract luxury travelers with a new way of exploring while also heightening the competition for luxury boating. Bespoke and rare itineraries will take high-net-worth individuals to destinations such as the Mediterranean, Northern Europe, the Caribbean, Latin America, Canada and New England in deep cultural dives ([see story](#)).