

TRAVEL AND HOSPITALITY

Ritz-Carlton precedently memorializes its yacht collection with book

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Ritz-Carlton opens booking for its yachting service. Image credit: Ritz-Carlton

By STAFF REPORTS

Hospitality group Ritz-Carlton's Yacht Collection is celebrating its launch by giving interested consumers a look behind the scenes, memorialized in print.

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Working with HCP Media, Ritz-Carlton will publish a book detailing the Yacht Collection's initial voyage, which begins in 2020. The brand states it will celebrate the launch of the company and maiden voyage, as well as the people behind the scenes in a coffee table edition.

Sailing the pages

The special-edition book will give fans an inside look at the process of creating the Ritz-Carlton Yacht Collection from start to finish.

Special content will include CEO Douglas Prothero's proposal, the christening ceremony and important milestones along the way.

"It is an honor to partner with The Ritz-Carlton Yacht Collection to bring its captivating history and bright future to life within the pages of this commemorative publication," said Marisa Beazel, president and publisher of HCP Media, in a statement.

In addition to the special Ritz-Carlton Yacht Collection content, there will also be opportunities for sponsors to join the edition on its dedicated ad pages.

Ritz-Carlton's coffee table book is still in production, as the company finalizes its inaugural launch for next year.

The Yacht Collection is also looking to launch the cruises with a luxurious and modern experience with high-powered Internet on the open seas.

Through a partnership with SES Networks, Ritz-Carlton Yacht Collection will set sail with network-enabled entertainment and broadband, allowing consumers to connect while on their vacations. Set for inaugural trips in February 2020, the fleet of three yachts will all be equipped with Signature Maritime Solution ([see story](#)).

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