

TRAVEL AND HOSPITALITY

## Cunard delves into Queen Mary's history in exhibit

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*The Queen Mary is hosting an exhibit about Cunard. Image credit: Queen Mary*

By STAFF REPORTS

Cruise line Cunard is partnering with the RMS Queen Mary to explore the ship's heritage through a new permanent exhibit.

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Opening July 5 aboard the Queen Mary, "The Cunard Story" includes a focus on the cruise line's role in the mass immigration to the United States and Canada around the turn of the 20th century. The Queen Mary is dedicating the exhibit to Cunard, celebrating a relationship that spans more than eight decades.

"This partnership between Cunard and the Queen Mary has allowed two icons of maritime pioneering to curate an immersive experience that illustrates their remarkable history, offering guests a deeper understanding of the impactful setting and creation of the Queen Mary within the Cunard legacy," said Chris Wilmoth, director of marketing at the Queen Mary, in a statement.

### Cunard crossings

Over its 179-year history, Cunard has ferried thousands of immigrants. During the height of immigration to the United States, about one in five individuals who were relocating chose to be passengers on Cunard ships.

Within the exhibit, an immigration salon enables visitors to search archival databases, enabling them to find the exact ship an ancestor was on.

In addition to immigration, the exhibit looks at Cunard's impact on maritime policies and innovation.

The Queen Mary is one of Cunard's most well known vessels. While the Queen Mary was retired in the 1960s, the ship still sees more than 1 million visitors per year and serves as a hotel in Long Beach, CA.

"I encourage people to come visit the Queen Mary in Long Beach to experience "The Cunard Story," said Josh Leibowitz, senior vice president at Cunard, North America, in a statement. "The exhibit beautifully presents Cunard in its historical sense and does equal justice to our modern luxury fleet and today's Cunard experience.

"We are proud of our legacy, and thrilled to have partnered with The Queen Mary to bring this exhibition to life," he

said.



*Cunard took a voyage aimed at ancestry. Image credit: Cunard*

Through other efforts, Cunard has delved into its role in immigration.

Last year, Cunard went back into its history to give guests interested in their ancestries a special opportunity, catering to the experience-driven traveler.

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 partnered with Ancestry.com to provide an impactful trip around New York's Ellis Island, personalized for each traveler ([see story](#)).

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