

TRAVEL AND HOSPITALITY

Seabourn extends UNESCO alliance in preservation push

September 17, 2019



Seabourn offers shore excursions to UNESCO sites. Image courtesy of Seabourn

By STAFF REPORTS

Cruise line Seabourn is supporting UNESCO's mission to protect heritage sites by extending its partnership with the organization by five years.

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Seabourn originally launched an alliance with the United Nations Educational, Scientific and Cultural Organization in 2014, and since then the cruise line and its guests have donated \$1 million towards its efforts to preserve historic places. With issues such as over tourism and sustainability guiding consumers' travel plans, Seabourn's relationship with UNESCO shows its dedication to responsible sightseeing.

"We're incredibly proud to continue our relationship with UNESCO as their official cruise partner, building on the work we have completed together in recent years," said Richard Meadows, president of Seabourn, in a statement. "Together we share a common view that the preservation of cultural and historic sites around the world has lasting impact on travelers for generations to come."

Insights and access

As the official cruise partner of UNESCO, Seabourn is able to offer its guests a rich and informative cultural tourism experience. Travelers are privy to behind-the-scenes information about UNESCO sites, and they are also given special access.

The cruise line's Seabourn Conversations program includes speakers who are experts on world heritage.

Seabourn also offers 250 excursions to 170 UNESCO sites. Part of the ticket price for these shore experiences goes to UNESCO.

Additionally, travelers can partake in World Heritage Discovery Tours conceived by Seabourn.

For instance, the brand's new to Cuba include the opportunity to visit UNESCO sites ([see story](#)).



Seabourn is now traveling to Cuba. Image credit: Seabourn

Sustainability in travel has surpassed being just a trendy benefit when it comes to staying at a luxury hotel or resort, and now directly affects booking decision-making.

As environmental issues become not just a hot button topic in society, but also a main driver in how many consumers behave, travel is also becoming a large part of that conversation. A survey from AIG Travel shows that consumers are now making their travel decisions based on the sustainability of the hospitality brands ([see story](#)).

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