

TRAVEL AND HOSPITALITY

Cunard partners with Cool Cousin to offer locally written destination guides

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Cunard's Queen Mary 2 flagship cruise liner. Image credit: Cunard

By STAFF REPORTS

Cunard, operator of the Queen Mary 2, Queen Victoria and Queen Elizabeth cruise ships, has partnered with travel tech firm Cool Cousin to offer destination guides written by locals.

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The 200 destination guides can be downloaded 15 days before sailing, which makes it ideal for travelers who want to plan their shore experience. Cool Cousin offers curated and off-the-beaten track recommendations from locals in each port.

"The Cunard customer is becoming ever more curious and adventurous, seeking authentic recommendations," said Sam Cole, shore experiences director at Cunard, in a statement. "These guides are powered by locals, which makes it easier for our guests to seek out unique experiences in every destination they visit."

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Cool Cousin experts are local residents who make informed recommendations on what to do, offering suggestions on the best restaurants and hidden gems to city landmarks, the company said.

Art enthusiasts can look forward to exploring little-known galleries, coffee lovers can sample delicious beans in locally loved cafes, and fashionistas can discover up-and-coming designers in hidden boutiques, per the company.

Guests will have access to printed versions of the guides once on board. This service will be rolled out across the **Cunard** fleet between January and July.

"By leveraging machine learning, A.I. and the power of local knowledge, our dynamic sourcing engine identifies the best places to eat, drink and explore in each port, providing guests with a curated guide delivered straight to their mobile device," said Callum Hale-Thomson, vice president of business development at Cool Cousin, in a statement.

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