

TRAVEL AND HOSPITALITY

## Cunard, amid travel slowdown, marks 180 years afloat with fleet-wide sale

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*Cunard's Three Queens: Queen Mary 2, Queen Elizabeth and Queen Victoria. Image courtesy of Cunard*

By LUXURY DAILY NEWS SERVICE

Cunard is celebrating its 180<sup>th</sup> anniversary of operations with a special sale on voyages between July 2020 and May 2022 on its Queen Mary 2, Queen Elizabeth and Queen Victoria cruise liners.

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The 180<sup>th</sup> Anniversary Sale will be applicable only on voyages booked between Feb. 28 and May 18, inciting affluent consumers to shop with a sense of urgency. The move comes amid a slowdown in travel worldwide as a result of the coronavirus spreading from China to other countries.

"Cunard's 180-year history has played a central role in creating the concept of luxury cruising today," said Josh Leibowitz, senior vice president of Valencia, CA-based Cunard North America, in a statement.

"The brand spearheaded many industry firsts and has a continued commitment to its role as an innovator of engaging, meaningful and insightful ocean travel," he said.

### Setting sale

The **Cunard** promotion applies to upcoming event voyages, signature Transatlantic Crossings and Alaska voyages.

The offer is also available on Canada and New England, Europe, South America, Australia and Asia voyages.

Included in the sale is a \$180 onboard credit per person when booking a balcony stateroom and 50 percent reduced deposit. Grill Suite bookings receive a free gratuities and free drinks package.

With longstanding cross-Atlantic ties, Cunard in 1840 began a scheduled mail service from North America to Europe, continuing to serve well-heeled travelers over the years on various liners including the decommissioned Queen Elizabeth 2 and the current Three Queens.

Cunard is part of Carnival Corp., the world's largest cruise vacation company.



*Cunard's 180th Anniversary logo. Image courtesy of Cunard*

IN 2022, Cunard will add a yet-to-be-named fourth ship to its fleet.

That year will also mark the 100<sup>th</sup> anniversary of the World Voyage that Cunard launched in 1922 when American Express Co. chartered the company's Laconia to sail the first continuous circumnavigation of the globe by a passenger liner.

The Laconia sailed a 130-day voyage, calling at 22 ports. To mark the completion of this voyage, American Express presented the Laconia Cup to the ship's captain. The cup is on board the Queen Victoria liner as the Cunard fleet presses on with world cruising.

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