

TRAVEL AND HOSPITALITY

Regent Seven Seas aims to attract affluent travelers with celebrities, experiences

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The Seven Seas Splendor. Image courtesy of Regent Seven Seas Cruises

By DIANNA DILWORTH

Stately cruise line **Regent Seven Seas Cruises** has debuted a new ship named the Seven Seas Splendor as part of the company's latest strategy to promote new experiences and destinations to affluent travelers.

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The Seven Seas Splendor, which set sail for the first time this month, features 375 suites including the palatial 4,443 square-foot Regent Suite. On board is also a gourmet kitchen with 18 stations for cooking classes, as well as a luxury spa and a \$5 million curated, fine art collection, all tuned into experiences to help the vessel stand out in a competitive landscape where many cruise lines casually throw around the word luxury.

"Luxury is found in both the large and small details that matter to our guests," said Jason Montague, president/CEO of Regent Seven Seas Cruises, Miami. "People today crave unique experiences they can share with family and friends, making memories to cherish for a lifetime."



Honorary godmother Christie Brinkley gives a maritime blessing to the new ship. Image courtesy of Regent Seven Seas Cruises

Model turn

Model Christie Brinkley was tapped to smash Champagne against the ship's hull at the new boat's ribbon-cutting

christening gala in Miami last month.

"It is a centuries-old maritime tradition for a ship's godmother to christen the vessel and be responsible for bestowing good luck over the ship and to all guests and crew who sail her," Mr. Montague said.

"We named Christie Brinkley godmother to Seven Seas Splendor as she is a universally beloved icon synonymous worldwide for her beauty, style and commitment to health and happiness," he said.

"It's fitting that the godmother of Seven Seas Splendor reflects elegance, vitality, sophistication and a love of sailing as Regent has perfected all the details of luxury onboard Seven Seas Splendor."



Rose dining hall on board the Seven Seas Splendor. Image courtesy of Regent Seven Seas Cruises

Over the top

Part of the luxury of cruises is a chance to see the world from a unique point of view.

Seven Seas Splendor will cruise the Caribbean and Mexican Riviera, including two crossings of the Panama Canal and one unique Southern Caribbean cruise from Miami to New York.

Additionally, the boat will traverse the Atlantic Ocean during European season, which sets sail in April. This includes two routes: one to the Mediterranean and another to Northern Europe.

On board, guests can take cooking classes with gourmet chefs, watch a theater performance, enjoy a world class art collection or play in the casino.

"Regent excels at delivering those unforgettable experiences," Mr. Montague said. "We're passionate about exceeding our guests' high expectations and elevating every aspect of their time with us, setting ourselves apart at every turn to help them live out incredible stories.

"Every detail is crafted to help achieve this goal," he said. "More than great food, every meal is a celebration of the senses. More than places to rest, every suite delivers comfort and luxury on par with the world's finest hotels.

"Beyond typical tourist spots, every off-ship excursion provides unique and amazing combinations of culture and discovery."



Splendor Room on board the Seven Seas Splendor. Image courtesy of Regent Seven Seas Cruises

Virus scare

But the company faces stiff competition at a time when risk-averse travelers may be having second thoughts about

setting sail with concerns around the World Health Organization's warnings around traveling to countries such as Italy for risk of contracting COVID-19.

Indeed, cruise travel worldwide has slowed, with fears of coronavirus transmission and quarantines serving as deterrents. But the market will eventually bounce back once the virus is contained.

For those consumers who are up for a luxurious experience on the oceans, options abound with cruises from Cunard and its ilk.

For example, Cunard recently unveiled tailored Special Event Voyages curated to create thematic experiences with speakers, activities and workshops on fields of study such as fashion, literature, history and outer space. Each of these experiences will feature on weeklong cruises aboard Cunard's flagship ocean liner, Queen Mary 2 ([see story](#)).

In the current environment, affluent travelers expect personalization in all the details of a cruise, from excursions and dining to accommodations and experiences.

"To meet these customized needs, we offer an unrivaled experience in the areas of immersive exploration, impeccable service, exquisite cuisine, luxurious suites and our every luxury included philosophy," Mr. Montague claimed.

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