

TRAVEL AND HOSPITALITY

Regent Seven Seas builds anticipation for its return, future itineraries

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

By KATIE TAMOLA

Regent Seven Seas Cruises is highlighting the beauty of anticipation in its latest campaign.

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In a 90-second vignette, the cruise company reminds travelers of the breadth of experiences available on their cruises, from romantic to adventurous. The theme of anticipation is the basis of the campaign, with the short film garnering excitement for itineraries launching in 2023, with reservations available later this month.

"This campaign is absolutely geared toward wanderlust especially with only a few scenes being the couple on the ship," said Damon Banks, editor and managing partner at LuxeGetaways, Washington, D.C. "With everyone looking for travel experiences now and in the future, this showcases the many unique experiences available to their guests beautifully."

Anticipate the journey

As the vignette opens with the universal truth, "Anticipation keeps us in pursuit of the joy that lies ahead," viewers quickly learn that with Regent's new itineraries, there is something for every cruise goer.

A violin-laced soundtrack plays as the short film begins with scenic shots of areas from disparate European countries, including the Colosseum in Rome. Aerial shots of castles, fields and cities are shown as the narrator draws about the possibility of a "new destination dawning on the horizon."

Anticipation is everything in the new Regent Seven Seas vignette

Shots of aquatic life, the sea, a ship and a couple walking on the beach emerge. Excitement is paramount as Regent previews the possibility of new experiences for travelers.

"A first step ashore, in a land you've yet to explore," the video beckons.

The short film then pivots to highlight its enticing and wide range of culinary options, then showing a couple clinking glasses of champagne while enjoying a romantic dinner.

Another compilation of waterfalls, waves and European landmarks is shown, previewing all that could be included

in Regent's upcoming 2023-2024 voyage collection.

The short film is the ultimate anticipatory vignette, as itineraries get released today.

In any and all its upcoming trips for the 2023-2024 season, Regent promises excitement and joy in each offering, providing unparalleled experiences.

"A voyage providing unrivaled space at sea, with every luxury included," the film ends.

A Regent return

For travelers who are looking forward to 2023 offerings and beyond, but are also hoping to travel sooner, Regent Seven Seas and other cruise lines are aiming to help travelers feel safe as the world is still adapting to COVID-19 conditions.

In June, Miami-based cruise company Norwegian Cruise Line Holdings, parent of Regent Seven Seas Cruises, has announced additional voyages as part of its U.S. voyage resumption plan.

Voyages expected to operate in the United States are contingent on obtaining a Conditional Sailing Certificate from the U.S. Centers for Disease Control and Prevention (CDC), and all initial voyages will operate with fully vaccinated guests and crew ([see story](#)).



After Sept. 11, 2021, ships will begin voyaging the Caribbean. Image credit: Regent Seas

Regent Seven Seas Cruises has scheduled its first sailing for Sept. 11, 2021. The ships include Seven Seas Splendor, Seven Seas Explorer and Seven Seas Mariner exploring the regions of Northern Europe, the Mediterranean, the Caribbean and Panama Canal.

Regent's full five-ship fleet is scheduled to return to service by February 2022.

The new Seven Seas Splendor will be the first ship to resume service for the brand this September for an 11-night voyage, round-trip from Southampton, England, visiting Scotland, Northern Ireland and Ireland ([see story](#)).

Whether returning to the sea in September or 2023, Regent Seven Seas wants to build a traveler's sense of anticipation, and remind them that the beauty of the undiscovered world is still out there.

"The fact that the cruise industry had some major setbacks even before the pandemic is not news to anyone, so Regent Seven Seas Cruises focusing on the beautiful destinations is smart advertising," Mr. Banks said. "Regent has some amazing ships with numerous elevated cruise experiences, so this campaign should pull some of their cruisers back to the ship in 2023."

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