

MULTICHANNEL

Cunard flaunts refurbished Queen Mary 2 with Internet, direct mail

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By RACHEL LAMB

Luxury cruise line Cunard is showing off the newly-refurbished Queen Mary 2 cruise liner through a series of multichannel marketing initiatives including social media and direct mail.

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The storied oceanliner underwent a facelift in her staterooms, clubs, restaurants, bars and play areas. Cunard is not releasing the cost of the refit.

“The refit was scheduled to refresh and enhance Queen Mary 2’s staterooms and public areas to ensure a consistently elegant and glamorous luxury ocean travel experience for our guests,” said Brian O’Connor, director of marketing and public relations for **Cunard Line**, Valencia, CA. “It is all a part of keeping the youngest fleet at sea true to our long-standing heritage for today’s well-travelled guests.”

Smooth sailing

Queen Mary 2 experienced refinements in almost every part of the ship.

The 14-day refurbishment replaced the equivalent of 10 football fields of carpet and 18 miles of fabric into 6,000 individual items, according to Cunard.

The oceanliner’s 1,310 staterooms and suites were redecorated with new carpeting,

curtains, bedspreads and furniture.



A remodeled suite

Queen Mary 2's Canyon Ranch SpaClub was given new exercise machines and new, improved features in the beauty salon. In addition, the SpaClub's teak surrounds of the hydrotherapy pool and wet areas were reconditioned. The SpaClub in general received various facility upgrades.

The ship's Golden Lion Pub was redone with a new color palate, seating and plasma television screens.



Golden Lion Pub

Other dining facilities such as the Queen's Grill and Princess Grill restaurants were given a lighter carpet design. The Commodore Club was also given a new carpet design in addition to white-leather furnishings on its chairs, sofas and bar stools.

Another area that was redone was the Veuve Clicquot Champagne Bar, which received a new carpet and furnishings. The same upgrades were given to Sir Samuel's, the ship's coffee and wine bar.



Veuve Clicquot Champagne bar

Finally, the Play Zone was re-equipped with softer play areas and high-tech electronic game technology and equipment.

Setting sale

Queen Mary 2 is incorporating both modern and traditional marketing to spread word of the refurbishment.

The liner promoted progress on the refit on its blog found at <http://www.wearecunard.com> and through social media posts on Facebook and Twitter. There have also been some video blog posts.

Furthermore, there is a Facebook photo album that displays pictures of the redone Queen Mary 2.

Queen Mary 2 blog post

In addition, Queen Mary 2 alerted past customers through direct mail, email and travel agents.

Cunard seems to favor this type of mixed marketing.

For example, the company banked on email, videos, social media and print ads to effectively relay the luxury look-and-feel of its cruise liners during its “Feel Famous”

campaign that launched earlier this year ([see story](#)).

“Cunard is one of the oldest names in passenger shipping operating the youngest luxury fleet at sea,” Mr. O'Connor said. “This refurbishment on our flagship confirms our ongoing commitment to the highest standards of elegance combined with state of the art luxury and our brand of White Star Service.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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