

TRAVEL AND HOSPITALITY

Cunard announces partnership with Pacific Symphony

December 2, 2021



The Queen Mary 2 is the lead ship in the Cunard portfolio, which also includes the Queen Victoria and Queen Elizabeth. Image credit: Cunard

By LUXURY DAILY NEWS SERVICE

Cruise line **Cunard** is announcing a new partnership with Orange County music organization, Pacific Symphony.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Cunard will now operate as the official cruise line of Pacific Symphony, with the two organizations working together to engage Orange County through music performances and community programming. The partnership comes as Cunard increases the fleet's presence in North America.

"We are elated to partner with the Pacific Symphony, a beloved, cultural gem in Orange County," said Jamie Paiko, vice President of sales at Cunard North America, in a statement.

"Our guests are passionate about classical music and we hope to have the future opportunity of bringing the Symphony on board a voyage for everyone to enjoy.

A symphonious pairing

The partnership revolves around the organizations' shared appreciation for music, creativity and innovation.

Cunard has been passionate about classical music, highlighting musical ensemble offerings every year on flagship Queen Mary 2. The annual performances of Sir Anthony Inghis and the United Kingdom's National Symphony Orchestra are also widely enjoyed.



Queen Elizabeth sailing by Venice, Italy. Image courtesy of Cunard

The partnership provides Cunard an opportunity for west coast cruise and classical musical enthusiasts to learn more about the line's presence in the region. Queen Elizabeth will be sailing north through Los Angeles in late May, followed by the second Alaska season beginning in early June 2022.

Cunard and Pacific Symphony plan to evolve their partnership, announcing further developments and projects next year.

"Cunard's guests and Pacific Symphony's audiences share much in common in their love for the very finest in art, culture, and world-class experiences," said John Forsyte, president and CEO of Pacific Symphony, in a statement.

Earlier this year, Cunard promoted unique summer staycation opportunities for British guests, at a time when people were optimistic but still unsure of how the summer's travel landscape would look.

Sailings were from Cunard's home port of Southampton and will be in the U.K. coastal waters and aimed to entice consumers with hopes of summer sunshine. The cruise line also acknowledged its necessary cancellations, while highlighting its flexible booking terms to assuage apprehension guests may have felt about traveling again ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.