

TRAVEL AND HOSPITALITY

Norwegian CEO to retire as cruise line business evolves

March 21, 2023



Mr. Del Rio founded Oceania Cruises in 2002, which was later acquired by NCLH, as part of parent group Prestige Cruise International Inc., in 2014.

By LUXURY DAILY NEWS SERVICE

Miami-based cruise company **Norwegian Cruise Line Holdings Ltd.** (NCLH), parent of Regent Seven Seas Cruises, is announcing changes to its top position.

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

Effective June 30, Frank J. Del Rio will conclude his role as president/CEO of NCLH in conjunction with his retirement from the cruise industry after 30 years. Succeeding Mr. Del Rio will be current president/CEO of Norwegian Cruise Lines (NCL), Harry J. Sommer.

"Leading Norwegian Cruise Line Holdings has been one of the most rewarding experiences of my professional career," Mr. Del Rio said in a statement.

"Having worked closely with Harry for decades, I know firsthand that his talent and skills are ideally suited to take this company into its next era," he said.

Welcome aboard

Mr. Del Rio founded Oceania Cruises in 2002, and led its parent company Prestige Cruise International, Inc. before both along with Regent Seven Seas Cruises were acquired by NCLH in 2014.

Under his watch as president/CEO, which began in 2015, NCLH welcomed eight new ships and a new destination, private island Harvest Caye the second of such destinations for the company. He also had the distinction of weathering the industry-wide disruption caused by the COVID-19 pandemic.

From his effective date of retirement through the year 2025, Mr. Del Rio will act as senior advisor to NCLH's board of directors.

Mr. Sommer has served NCLH in several capacities since joining the company in 2015, also coming aboard from Prestige Cruise Holdings. He began as NCLH's executive vice president and chief integration officer before becoming president/CEO of NCL in 2020.

To aid in the transition, Mr. Sommer will report to Mr. Del Rio as the latter's president/CEO-elect beginning on April

1, before assuming his official new role on July 1.

In return, Mr. Sommer's current role will be taken up by NCL's current chief of consumer sales and marketing officer, David Herrera.

In addition to his various leadership roles with NCLH, Mr. Herrera founded private investment firm Eastside Financial Group and, among other positions in the financial sector, served as vice president of marketing, finance and reinsurance for the Markel Corporation.

In December, NCLH group Regent Seven Seas Cruises welcomed its first woman president, Andrea DeMarco ([see story](#)).

© 2023 Napean LLC. All rights reserved.

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