

TRAVEL AND HOSPITALITY

Aman at Sea appoints CEO

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Mr. Wilson will work with Vlad Doronin, chairman and CEO of Aman, on the superyacht project. Image credit: Aman Resorts

By LUXURY DAILY NEWS SERVICE

Swiss hotel chain Aman Resorts International has named a new leader to a corporate project soon taking to the seas.

The brand has tapped industry veteran Jonathan Wilson to lead the brand's luxury cruise business as CEO. A former vice president at American line Princess Cruises, the executive now helms the development of Aman's first-ever luxury superyacht, initially introduced in 2021 and set to launch in 2027.

"Aman has been at the forefront of ultra-luxury hospitality for over 35 years," said Mr. Wilson, in a statement.

"It's an honor to join the company and lead Aman at Sea," he said. "This groundbreaking initiative extends Aman's visionary approach to the high seas, promising to redefine luxury waterborne voyages and mark the brand's first venture into the world's oceans."

Aman at Sea

For Aman at Sea, Mr. Wilson will shape the company's luxury yacht experience, overseeing the construction of the super-vessel.

He will work in tandem with Vlad Doronin, chairman and CEO of Aman. Together, the pair will ensure that the yacht experience aligns with the company's renowned attention to detail and exceptional care.

This first-of will hit the seas in 2027, crafted with the help of Dutch firm Sinot Yacht Architecture & Design. The 600-foot boat will feature 50 exclusive suites with interiors reflective of Aman's heritage and design philosophies.

The project is being completed in partnership with operator Cruise Saudi.



The executive ended a 15-year career with Princess Cruises in 2015, holding leadership positions at high-end hospitality industry players and consulting firms afterwards. Image credit: Aman Resorts

Aman at Sea's principal manager has held leadership positions at hospitality front-runners such as American multinational hospitality company Hilton, most recently serving as senior vice president of global product management at The NPD Group.

After working in the tourism industry as a chef throughout the 1990s, Mr. Wilson would spend 15 years with Princess Cruises, beginning as director of culinary operations in 2000.

Following various promotions, the company's vice president of guest food and beverage experience, product development and hotel analysis departed in 2015, ending a 15-year career with Princess Cruises.

Aman at Sea joins a slew of other luxury organizations that are deepening ties with the yachting industry ([see story](#)).

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