

## TRAVEL AND HOSPITALITY

# Silversea embraces nature at world's southernmost hotel

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*The label is showcasing the environmental delights of an ambitious, in-development project. Image credit: Silversea*

By ZACH JAMES

Luxury cruise line Silversea is unveiling the next steps for its soon-to-expand Antarctic itineraries.

As the brand preps for the launch of its hotel in the world's southernmost city, Puerto Williams, Chile, it is introducing an experiential slate. Upon its opening early next year, The Cormorant at 55 South will play into the ongoing industry trend of slow travel and naturalistic touchpoints, with tailored programming for all levels of outdoor expertise, allowing guests to bask in the sights of the subpolar coast.

"Silversea's expansion into land-based luxury with The Cormorant at 55 South is a very smart strategic move to help them achieve their growth objectives," said Ulli Appelbaum, founder of [First The Trousers](#) and author of *The Science of Brand Associations: Win Minds, Win Markets*.

"It extends the brand's experiential luxury credentials from sea to shore, reinforcing its position as the leader in premium expedition travel," Mr. Appelbaum said. "The Cormorant isn't just a new hotel within their portfolio; it's a strategic growth lever disguised as a travel experience."

Mr. Appelbaum is not associated with Silversea, but agreed to comment as an industry expert.

## Southern escape

In January 2026, The Cormorant at 55 South will welcome its first guests, who will have access to a variety of activities designed to bring them closer to Mother Nature.

Bird and wildlife watching will be a core experience offered by the cruise line, with opportunities to see various avian species, including the namesake of the property, as well as dolphins, whales, seals and native horses and guanacos. More intense wilderness treks are also on the docket.



*Birds such as the dolphin gull, upland goose and the yellow-billed pintail are active in the area. Image credit: Silversea*

In the Beagle Channel, just north of the hotel, visitors will be able to embark on guided, scenic kayaking tours, traveling along waterways charted by recognizable names, such as Charles Darwin, allowing clientele to follow the paths of famous explorers of the past.

Hiking is also on the menu, with excursions taking daring travelers across the Fuegian Archipelago, from the Martial Mountains and the Magellanic subpolar forest. Along the way, they will have the chance of seeing several wild animals, including guanacos, foxes and condors.

Alongside the announcement, Silversea is shining a light on the developmental and logistical challenges of building, operating and maintaining a hotel in the southernmost inhabitable point in the world through a new documentary short.

*Silversea presents a behind-the-scenes look at its Antarctic endeavors*

Titled "Stories by Silversea: A Legacy in the Making: Part 2," the film shows portions of the construction process for The Cormorant at 55 South. Among the areas of focus is how the hotel's guest rooms were each individually hand-crafted in Argentina and then transported by land and sea to the new hotel site, with the entire journey taking eight and a half days to complete for each unit; once delivered, the pieces are said to fit together "like Lego," according to senior manager of site construction Daniel Beare.

The cruise line broke ground on the 150-room resort in late 2024 ([see story](#)) before revealing its opening date and the name of the property earlier this year ([see story](#)). Guests will be flown directly to The Cormorant at 55 South by an exclusive private charter from Santiago, Chile, before taking another flight to King George Island to begin their Antarctic expedition.

Reservations for expeditions, including stays at the new property, are available now on the company's [website](#).

### **Taking it all in**

Through the soon-to-launch hotel, Silversea and parent company Royal Caribbean Group are seeking to remove the uncomfortable aspects of their current Antarctica Bridge fly-cruise program by providing a centralized, high-end hospitality hub with amenities such as a restaurant, a bar and lounge area, a fitness center and a gift shop featuring local artisans' crafts.

The endeavor could appeal to current slow luxury and nature-focused desires of the modern luxury consumer, while also providing a more amenity-filled avenue to explore one of the most exotic locations on Earth.



*The sights and sounds of the subpolar coast could prove fruitful for the cruise line. Image credit: Silversea*

"By anchoring itself in Puerto Williams, Chile the gateway to Antarctica Silversea isn't just enhancing its flagship cruise experience, it is increasing its physical availability a crucial lever for brand growth," said Mr. Appelbaum.

"Not everyone is ready to commit to a 21-day Antarctica cruise; by adding a flexible, land-based luxury option, Silversea opens the door to travelers who want to experience Antarctica and crave luxurious adventures but prefer shorter, more flexible itineraries or a mix of land and sea, a broader set of adventurers," he said. "It's a textbook example of expanding the brand without diluting it growing their business by giving people more ways to say yes while maintaining the integrity of the brand."

"At the same time, the move aligns perfectly with today's hottest luxury travel trend: slow, immersive, nature-driven experiences that feel exclusive and restorative."

Other high-end hospitality names are also upping their game to adhere to current lucrative industry trends.

In recent days, luxury staples such as Aman Resorts International ([see story](#)), Soho House ([see story](#)), Starboard Cruise Services ([see story](#)) and Rosewood Hotels & Resorts ([see story](#)) have announced developments focused on the sea, wellness, on-deck retail and exotic locations, respectively.

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