

IN-STORE

Regent announces plans to build \$450M luxury liner

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By JEN KING

Regent Seven Seas Cruises is targeting affluent travelers by partnering with Italian shipyard Fincantieri to build a \$450 million luxury cruise liner.

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Scheduled to set sail in summer 2016, the Seven Seas Explorer will be the most expensive cruise ship ever built, according to Regent. The newest vessel in the fleet is estimated to cost travelers approximately \$3,500 to \$86,000, depending on selected voyage.

“These luxury cruise ships are an attractive option to many consumers today with the very high-end amenities, suites and activities available,” said Damon M. Banks, director of **DMB Public Relations**, New York.

“While private yachts are always a nice option for the affluent traveler, because of the mere size and options associated with these luxury ships by Regent, they are able to provide a worthy alternative with intimate areas to relax, fine dining and entertainment venues on board and large suites to unwind,” he said.

Mr. Banks is not affiliated with Regent, but agreed to comment as an industry expert.

Regent did not respond before press deadline.

Luxurious seas

The new ship's features will include the use of stone, polished woods, designer furniture, rich fabrics, sophisticated lighting and an eclectic art collection. It was designed by architectural and interior design firms Tillberg Design AB, RTKL Associates and ICrave.

Seven Seas Explorer will offer 369 spacious suites ranging from 300 square feet to 1,500 square feet, six restaurants, Regent's signature nine-deck atrium, a two-story Explorer Theater, three boutiques and a Canyon Ranch SpaClub.

To achieve the spaciousness needed for 738 guests, the Seven Seas Explorer calls for a 732-foot long hull, with a beam of 102 feet and a draft of 23 feet.

In addition, power supplied to this ship will be diesel-electric. It will feature advanced environmental systems and state-of-the-art technology, making the ship environmentally friendly.

Joining its sister vessels, Seven Seas Explorer will visit more than 250 ports worldwide with unlimited and customizable shore excursions included. Travelers can visit ports in Australia, Europe, North and South America, Africa, India, South Pacific and the Caribbean.



Port of Dubrovnik, Croatia

Bookings for the Seven Seas Explorer's itineraries will be available in early 2015.

For busy affluent travelers, cruises are an ideal way to see the world with all the comforts expected from a luxury resort.

"Cruises are a great value and a very convenient way to travel to multiple destinations," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta. "A luxury cruise ship offers high quality food and service as well as all the features of a top resort."

With amenities and accommodations found within the ship, travelers have more opportunity to relax and enjoy the port in which they are visiting.

Port-of-call and more

Luxury travel companies are offering affluent travelers trips around the world in all-

inclusive style, while luxury hotels are aiming to give travelers a deeper experience through culture-focused programming.

For instance, private jet operator Intrav is targeting ultra-affluent travelers with a bespoke planning service to personalize around-the-world tours.

Each tour will accommodate 50 guests for an around-the-world journey in a luxury Boeing jet. Intrav's inaugural tour is scheduled for April 7-May 1, 2014 and priced at \$99,950 per person ([see story](#)).

Additionally, luxury hotels have begun to cater to today's younger, more adventurous affluent traveler who is seeking exotic locations and packages to be immersed in new cultures.

Many luxury hotels are offering more culture-focused packages that allow guests to celebrate and experience the local flavor while staying at a luxury property. With this trend increasing across global markets, more hotels should aim to please this adventurous group ([see story](#)).



Regent's current fleet

"This is a great example of today's all-inclusive travel options that caters to the affluent traveler," Mr. Banks said.

"With many of the more intimate luxury ships today being older, having a new ship will be desired by many travelers," he said.

"Knowing that this ship will also be home to the latest and greatest efforts toward being a green ship, this launch in 2016 is sure to be a very celebrated event."

Final take

Jen King, editorial assistant on Luxury Daily, New York

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