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Introducing Azamara Cruises

Since 2007, Azamara Cruises has exceeded the expectations of even the most seasoned cruisers. A friendly and welcoming crew fosters a casual, relaxed and intimate atmosphere, while expertly curated itineraries immerse you in the heart of each destination, offering an authentic taste of local culture. Take their AzAmazing Celebrations—imagine a private orchestral performance

within the storied walls of a grand European castle, the pulsating energy of a traditional local festival in a port or an enchanting evening beneath a celestial canopy. Each event is a meticulously curated experience, included in every itinerary. Combine that with fabulous inclusions and competitive fares, and Azamara Cruises is the casually luxurious cruise line you’ve been dreaming of.



James Cole

Founder & CEO
James Cole

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A message from JAMES

Dear Luxury Cruiser,

It gives me great pleasure to present this latest edition of our Founders magazine, posted through the letterboxes of only our most brilliant customers! This time, we’re taking a look at a very popular name in the luxury cruise industry: Azamara Cruises.

If there’s one thing I love, it’s small-ship cruising—Azamara Cruises are experts in this particular field. With a maximum of 690 passengers Azamara offers personality and intimacy that you don’t get on larger ships. Whether it’s the crew remembering your name or your drink order from the night before, mixing and mingling with fellow guests to make lifelong friends or simply being able to dock in ports that bigger ships can’t—this is small-ship cruising down to a tee.

As you’ll see in the following pages, the cruise line continues to be a firm favourite with our customers. Onboard atmospheres aren’t stuffy or pompous—this is relaxed cruising that prioritises destination experiences over prim and properness and white-glove service. The crew are friendly and personable, the food is brilliant and abundant; basic amenities are always included, staterooms and suites are comfortable and clean;

and of course, the destination experiences are out of this world.

With four famous sister ships currently in the fleet, Azamara Cruises’ management has hinted that more newbuilds may be on the horizon. While I can’t confirm that myself, I can confirm that the Azamara team have revitalised their Destination Immersion® programme, promising to bring cruisers even closer to the brilliant destinations they visit.

So, open up. Enjoy reading about Azamara’s incredible new Destination Immersion® programme, discover what’s included and why they’re one of the best-value cruise lines out there. Read stories from those who’ve sailed with them, find out more about their signature small-ship vibe, and of course—browse their cruise deals!

Don’t hesitate to get in touch if something catches your eye.

All the best,

James Cole
Founder & CEO
Panache Cruises

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Atlas Bar



Malaga, Spain



Pool Deck



La Reserva Golf Club, Spain

Destination Immersion? *NOW, ELEVATE IT.*

In their quest to become your new favourite small-ship cruise line, Azamara has reached new heights of destination mastery. New for 2025, Destination Immersion®: Elevated offers a bold new spin on Azamara Cruises' signature Destination Immersion® programme. Curious travellers are invited deeper into the heart of both new and favourite ports. With 51% of stops being late-night or overnight stays, guests enjoy more time ashore than with any other cruise line.

Azamara is set to host as many as 14 two-night city stays in 2025 and 2026. The cruise line will also debut 25 brand-new ports, introduce 33 country-intensive voyages and launch three solar eclipse cruises. And if you're seeking a truly unforgettable experience, don't miss one of the seven new AzAmazing Journeys announced for the 2025–2026 season.

Onboard dining is getting a contemporary refresh, with curated menus crafted by chefs from around the globe. The culinary team is also unveiling 150 new Daily Destination Entrees and 21 new Destination Beers, including Asahi from Japan, Cruzcampo from Spain and Guinness Draught from Ireland. Lovely!

AZAMARA CRUISES' 2025–2026 SEASON FEATURES

3

solar eclipse
cruises

7

new AzAmazing
journeys

14

new two-night
city stays

25

brand-new
ports

33

country intensive
voyages

34

new AzAmazing Evenings in 2026

Renowned in the world of cruising, AzAmazing Evenings are unforgettable destination events featured on every cruise of seven days or more. These immersive events feature local music, cultural dance, and region-specific entertainment, running alongside onboard performances by more than 200 local entertainers—from Indigenous Australian vocalists to comedy troupes from Cape Town.



Cruise Connoisseur Georgia shared her experience of an AzAmazing Evening in Dubrovnik, Croatia: "The AzAmazing Evening in Dubrovnik was incredible! We were escorted by drummers to an outdoor theatre, took photos with the captain and watched local dancers perform. It was a fantastic way to experience local culture!"



Cape Town



Dubrovnik



Amalfi Coast



Azamara Journey, Portovenere

PANACHE CRUISES AND AZAMARA CRUISES

The Best Value Partnership Since Fish and Chips

When it comes to extraordinary cruise experiences, Azamara Cruises consistently delivers one of the best-value offerings in luxury travel today. With a casually elegant onboard vibe, exceptional cuisine in restaurants like Aqualina, Prime C and Discoveries, and the exclusive charm of small-ship cruising, Azamara offers a refined yet welcoming escape. Add to that immersive itineraries, unforgettable destinations and fares that remain refreshingly accessible—it's no wonder Azamara is a favourite among seasoned travellers.

Small ship cruising without the hefty price tag
Similar itineraries on comparable luxury lines can cost double, or even triple.

Superior small ship service from crew who remember your name
Azamara Cruises' friendly and professional crew are famous for being particularly good at their job.

AzAmazing celebrations at no extra cost
Unforgettable onboard and shoreside events, complimentary for every guest. (More on page 5!)



Atlas Bar

Pair Azamara's standout product with Panache Cruises' signature booking experience, and you've got a match made in maritime heaven. Our expert team of cruise connoisseurs works closely with all our cruise line partners to stay ahead of the curve—and deliver offers and service you won't find anywhere else. Nothing is too much trouble as our cruise connoisseurs build your ideal Azamara Cruises getaway!



Connoisseur customer service—always

You'll only ever deal with one cruise connoisseur while you book, while you're on board and when you get home. Fact.



Founders loyalty members get money off

Earn points to redeem as cash off, receive invites for exclusive cruises and events, get money off for referring friends and more!



Exclusive offers you won't find anywhere else

We work extra hard to maintain special relationships with our partners. They give us the best prices and promotions!



Our best price guarantee every time

If you can find a better price, we'll beat it.

Everything you need, *included*

- Return flights are included*
- Gourmet cuisine at incredible restaurants is included
- Select beverages throughout the ship are included
- Pre-paid gratuities are included

- Concierge service for all guests included
- Exclusive onshore events are included
- WiFi access throughout the ship is included*

I'M A CONVERTED MAN!

Stephen Rawstron is the Data and Performance Manager at Panache Cruises and former big-ship lover. He works hard, so we sent him on his merry way to experience an Azamara cruise and report back to us. Here are his thoughts on an Azamara jaunt through Portugal, Spain and a bit of Blighty.



Having spent many a holiday on mainstream cruise ships, it was time for a change. I deserve a little bit of luxury in my life. My first venture into the world of smaller ships led me to Azamara Quest—and I'm never, ever going back.

One of the first things we noticed was the sociability on Quest. The ship's smaller size and more intimate setting naturally made it easy to strike up conversations and form connections with fellow shipmates. By the end of our holiday, we'd made some great friends with unforgettable memories. The atmosphere was welcoming and inclusive—a stark contrast to the anonymity we often feel on larger ships.

SOME INCREDIBLE HIGHLIGHTS

The real standout features of the smaller ship were the staff, room service and docking locations. The crew on Azamara Quest were nothing short of marvellous, always smiling, ever helpful and perpetually on hand to ensure our experience was as smooth as my morning coffee. I honestly wanted to take them all home with me.



And the room service? Picture this: You're lounging on your suite balcony, the morning sun

on your face and a scrumptious breakfast spread before you. Each day brought a new view and a new adventure, and the food was consistently top-notch. All included in the fare too—being one who normally grumbles, I couldn't grumble on this occasion.

One of the greatest perks of a smaller ship is docking right in the heart of the action. No lengthy coach rides here, thank you very much. This was most evident when we navigated the Guadalquivir River and docked right in the heart of Seville. This unique experience allowed us to enjoy an overnight stay in the city, a privilege that most cruise lines don't offer. On previous visits I'd docked at Cádiz, where the four-hour round trip put me off experiencing Seville—what a mistake that was! It instantly became my favourite Spanish city and I will definitely be back... hopefully aboard an Azamara ship.



And then there were the views from the Rock of Gibraltar. Spectacular doesn't begin to cover it. The views were breathtaking, and the cheeky monkeys added a bit of fun.

SOME TOP-CLASS DESTINATIONS

Seville is a real gem—I'm so glad I finally visited. The proximity to all the local attractions allowed us to explore at our own pace. We wandered through historic streets, enjoyed authentic Spanish cuisine and soaked up the springtime atmosphere. I must say my personal highlight was

the beautiful Plaza de España, a real slice of Spanish history and a beautiful bit of Sevillano architecture. It was just a short five-minute stroll from the ship. Easy!

Cartagena and Palma also stood out as top destinations. Cartagena—more rich history and more stunning architecture—was perfect for a leisurely stroll to shake off the sea legs! Palma, a blend of old-world charm and modern flair, hosted some of the best tapas I've ever tasted.



AND A FINAL THOUGHT...

I'm a converted man. No longer will I look for the cheap thrills of an inside cabin of a huge ship. I've refined—it's almost like I've come of age. I'll be looking for small-ship cruises in future, placing an emphasis on the destinations and the intimacy of them. If you're pondering a cruise holiday and want something a bit more intimate and immersive, do yourself a favour and hop on Azamara Quest. It's like being part of a floating hotel, but with room service, stunning views and the chance to see incredible destinations up close.

Cheers to many more small-ship adventures on the high seas.



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FLIGHTS

THREE-NIGHT
HOTEL STAY
IN SYDNEY

BLUE
MOUNTAINS
FULL DAY
TOUR

Sydney

Australasia

Australia to Singapore

with a Blue Mountains Experience

Azamara Cruises | Azamara Pursuit
23 nights | 1 February 2027

EXCLUSIVE PANACHE CRUISES PACKAGE



Australian wildlife

- Day 1 **Sydney, Australia**
Three-night hotel stay
Sydney offers everything from the iconic Sydney Opera House and Harbour Bridge to popular sites like The Rocks, Manly Beach, Darling Harbour and the Taronga Zoo.
- Day 3 **Deluxe Blue Mountains Tour**
Land tour
Spend a day surrounded by nature in its purest form. The first stop of the day will be at Calmsley Hill, home to kangaroos, emus, wombats and koalas. Take advantage of free time to explore the farm at your own leisure.
- Day 4 **Set sail from Sydney, Australia**
- Day 5 **Cruise the Sunshine Coast**
- Day 6 **Mooloolaba, Australia**
A popular beach destination where you can dine on world-class cuisine, swim in waterfalls, dive with sharks and visit the world-famous Australia Zoo.
- Day 7 **Cruise the Sunshine Coast**
- Day 8 **Airlie Beach, Australia**
This laid-back town seems as if it's permanently on holiday, and for good reason. It's the heart of the Great Barrier Reef and the gateway to the 74 Whitsunday Islands.
- Day 9-10 **Cairns, Australia**
Overnight in port + late night stay
- Day 11-13 **Cruise the Arafura Sea**
- Day 14 **Darwin, Australia**
- Day 15-16 **Cruise the Arafura Sea**
- Day 17 **Bali, Indonesia**
Late night stay
A deeply spiritual place filled with thousands of temples, rice terraces that color every available acre and artful offerings of flowers and incense, Bali is a culturally rich, lush and verdant island.
- Day 18 **Cruise the Java Sea**
- Day 19 **Semarang, Indonesia**
- Day 20 **Jakarta, Indonesia**
Late night stay
On fiery-peaked Java, the megacity of Jakarta is booming. The traffic and vastness seem daunting at first, but this is a melting pot of cultures and cuisines.
- Day 21 **Cruise the Java Sea**
- Day 22-23 **Singapore**
- Day 24 **Fly to the UK**



Bali, Indonesia

What's included with AZAMARA CRUISES?

- Return flights
- Three-night hotel stay in Sydney
- Blue Mountains full day tour
- Private transfers
- Gourmet cuisine at incredible restaurants
- Select beverages throughout the ship
- Pre-paid gratuities
- Concierge service for all guests
- Exclusive onshore events
- WiFi access throughout the ship*

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FLIGHTS

THREE-NIGHT
HOTEL STAY IN
BUENOS AIRES

FREE TANGO
SHOW FOR ALL
CABIN GRADES

Antarctica

South America

Buenos Aires to Chile

with Uruguay, Falkland Islands and Antarctica

Azamara Cruises | Azamara Quest
26 nights | 4 February 2026

EXCLUSIVE PANACHE CRUISES PACKAGE



Falkland Islands

- Day 1-3 **Buenos Aires, Argentina**
Three-night hotel stay
Over three captivating nights, immerse yourself in the city's rich culture, from the rhythm of tango to the flavours of world-renowned cuisine.
- Day 4 **Set sail from Buenos Aires, Argentina**
- Day 5 **Montevideo, Uruguay**
Late night stay
Maintaining a low-key atmosphere despite its position as the hub of Uruguay, Montevideo exudes European charm and elegance, with broad boulevards, fountains, stately squares and irresistible sidewalk cafes.
- Day 6 **Punta Del Este, Uruguay**
Uruguay's fashionable Punta del Este is one of the world's most appealing seaside resorts, its white sand beaches, harbourfront, cafes and shops popular with both families and the glitterati alike.
- Day 7-9 **Sail the Southern Atlantic Ocean**
- Day 10 **Malvinas, Falkland Islands**
These remote, windswept islands support as many as a million penguins, making it one of the world's great penguin capitals.
- Day 11-15 **Sailing around Antarctica**
The peninsula sweeps up towards the tip of South America, and provides good habitats for penguin rookeries, and these beguiling birds return each year to mate, dressed in their best tuxedos.
- Day 16-17 **Ushuaia, Argentina**
Overnight in-port stay
Alive with marine life offshore, Ushuaia has fully embraced its reputation as a hub of outdoor adventure at the tip of Argentina.
- Day 18 **Sail the Beagle Channel**
- Day 19 **Punta Arenas, Chile**
- Day 20-21 **Cruising the Chilean Fjords**
- Day 22 **Puerto Chacabuco, Chile**
South of Puerto Montt, surrounded by majestic fjords, Puerto Chacabuco looks more like Norway than Northwest Patagonia.
- Day 23 **Castro, Chile**
- Day 24 **Puerto Montt, Chile**
The capital of Chile's Lakes District, Puerto Montt delivers the best of land and sea. Savor fresh seafood, spend the day at the beach or embark on an adventure to explore snow-capped volcanoes.
- Day 25 **Cruising the Chilean Fjords**
- Day 26 **San Antonio, Chile**
- Day 27 **Fly to the UK**



Chilean Fjords

What's included with AZAMARA CRUISES?

- Return flights
- Three-night hotel stay in Buenos Aires
- Private transfers
- Gourmet cuisine at incredible restaurants
- Select beverages throughout the ship
- Pre-paid gratuities
- Concierge service for all guests
- Exclusive onshore events
- WiFi access throughout the ship*

Exclusive pricing, double discount AND FOUNDERS POINTS

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BANGKOK AND KOH
SAMUI IN ONE TRIP!

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£2,200
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RETURN
FLIGHTS

THREE-NIGHT
HOTEL STAY IN
HONG KONG

PRIVATE
TRANSFERS

Southeast Asia

Hong Kong to Singapore with Vietnam and Thailand

Azamara Cruises | Azamara Pursuit
18 nights | 27 October 2026

EXCLUSIVE PANACHE CRUISES PACKAGE



- Day 1 **Hong Kong**
Three-night hotel stay
Kick off your cruise adventure with a three-night stay in the dynamic city of Hong Kong. From glittering skylines and bustling markets to tranquil temples and world-class cuisine, this city is a feast for the senses.
- Day 4 **Set sail from Hong Kong**
- Day 6-7 **Halong Bay, Vietnam**
Overnight in-port stay
Explore the incredible beauty of Halong Bay, a UNESCO World Heritage site filled with thousands of limestone islets and caves, or travel to Hanoi for French colonial architecture, shopping and fantastic food.
- Day 8 **Da Nang, Vietnam**
Late night stay
A contrast between the fortified citadel and monumental entry gates of Hue and the charming small town of Hoi An and its old quarter, Da Nang is also a take-off point for visits to countryside villages.
- Day 9 **Cruise the South China Sea**
- Day 10-11 **Ho Chi Minh City, Vietnam**
Overnight in-port stay
Still referred to as Saigon by many, Ho Chi Minh City has an energy all its own, where trendy restaurants, nightclubs, bustling markets and French colonial architecture mix with modern and Asian influences.
- Day 12 **Cruise the Gulf of Thailand**
- Day 13-14 **Bangkok, Thailand**
Overnight in-port stay
Laem Chabang is a bustling port city located on the eastern coast of Thailand. Primarily an industrial and economic hub, Laem Chabang is close to several popular tourist destinations and offers access to various local attractions such as beautiful beaches, golf courses, and cultural sites.
- Day 15 **Koh Samui, Thailand**
Lined with coconut palms and white sand beaches, the tropical island paradise of Koh Samui is perfect to escape and explore, gaze up at the Big Buddha, cool off in a waterfall and eat delicious Thai food.
- Day 16 **Cruise the Gulf of Thailand**
- Day 17-18 **Singapore**
Overnight in-port stay
The site of the world's busiest port, Singapore offers everything from the Mustafa Centre (a 24-hour mall) and the nightlife on Mohamed Sultan Road to incredible food with Chinese, Malay and Indian influences.
- Day 19 **Fly to the UK**



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- Pre-paid gratuities
- Concierge service for all guests
- Exclusive onshore events
- WiFi access throughout the ship*

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Caribbean beach

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FLIGHTS

FOUR-NIGHT
HOTEL STAY
IN GRENADA

THREE-NIGHT
HOTEL STAY
IN BARBADOS

Caribbean

Grenada to Barbados

with St. Lucia and Antigua

Azamara Cruises | Azamara Journey
21 nights | 7 November 2026

EXCLUSIVE PANACHE CRUISES PACKAGE



Grenada

- Day 1-4 **St. George's, Grenada**
Stay at your 5-star hotel in Grenada. Take in distant mountains, vibrant rainforests and the charm of St. George's.
- Day 5-7 **Fly from Grenada to Barbados**
Stay at your 4-star hotel in Barbados. Explore more than 1,000 feet of powdery white-sand beach amidst lush gardens and incredible sea views.
- Day 8 **Set sail from Bridgetown, Barbados**
- Day 9 **Castries, Saint Lucia**
Famed for its twin peaks shaped by a now-extinct volcano, St. Lucia is one of the truly unspoiled islands in all the Caribbean.
- Day 10 **Roseau, Dominica**
- Day 11 **Basseterre, Saint Kitts & Nevis**
Late night stay
St. Kitts is the epitome of a lush tropical Eden and likely to stay that way, as a quarter of its land mass is set aside as a national park.
- Day 12 **Charlestown, Saint Kitts & Nevis**
- Day 13 **Philipsburg, Saint Maarten**
Late night stay
- Day 14 **Tortola, British Virgin Islands**
Imbibe on Brewer's Bay beach or dig your toes into the sand on Cane Beach, some of the most beautiful stretches in the Caribbean.
- Day 15 **San Juan, Puerto Rico**
- Day 16 **Virgin Gorda, British Virgin Islands**
A great place to explore in a jeep, swim with dolphins, or hike the rugged trails throughout the island, Virgin Gorda is most famous for The Baths, where giant granite boulders are strewn across the beach.
- Day 17 **Saint John's, Antigua**
Have you ever dreamed of visiting a different beach every day of the year? With 365 different beaches, St. Johns can make your dream come true!
- Day 18 **Saint Pierre, Martinique**
Late night stay
- Day 19 **Bequia, Saint Vincent & the Grenadines**
Late night stay
Summon your inner Robinson Crusoe on remote Bequia. Secret lagoons. Castaway picnics. Warm waters in shades of blue, begging to be snorkelled through.
- Day 20 **Saint George's, Grenada**
- Day 21 **Scarborough, Trinidad & Tobago**
- Day 22 **Bridgetown, Barbados**
Fly to the UK



Turtle

What's included with AZAMARA CRUISES?

- Return flights
- Four-night hotel stay in Grenada
- Three-night hotel stay in Barbados
- Gourmet cuisine at incredible restaurants
- Select beverages throughout the ship
- Pre-paid gratuities
- Concierge service for all guests
- Exclusive onshore events
- WiFi access throughout the ship*

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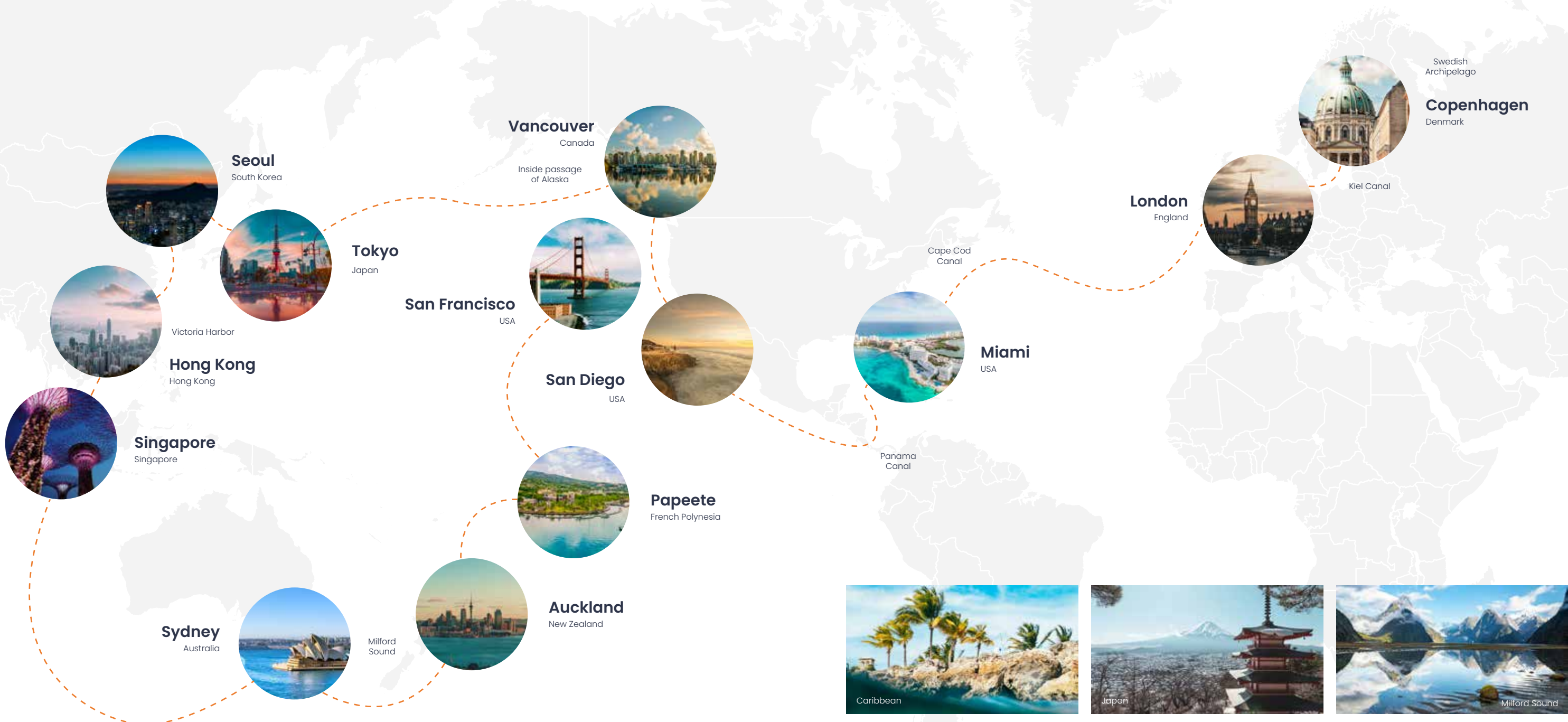
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2027 WORLD CRUISE AND SEGMENTS

12 world cruise segments **15** exclusive events **37** countries
65 late nights and overnights **188** nights

World Cruise Segments

- Pacific Islands: Oahu, Maui and Bora Bora**
San Francisco, USA > Tahiti, French Polynesia
- South Pacific: Tahiti, Samoa and Fiji**
Tahiti, French Polynesia > Auckland, New Zealand
- New Zealand and Australia: Auckland, Hobart and Sydney**
Auckland, New Zealand > Sydney, Australia
- Australia and Bali: Sydney, Kangaroo Island and Singapore**
Sydney, Australia > Singapore
- Southeast Asia: Bangkok, Ho Chi Minh City and Hong Kong**
Singapore > Hong Kong
- East Asia: Hong Kong, Shanghai and Beijing**
Hong Kong > Seoul, South Korea
- Japan and South Korea**
Seoul, South Korea > Tokyo, Japan
- Transpacific: Tokyo, Alaska and Vancouver**
Tokyo, Japan > Vancouver, Canada
- Pacific Coast: Vancouver, Seattle and San Francisco**
Vancouver, Canada > San Diego, USA
- Panama Canal and Latin America: Mexico, Costa Rica and Colombia**
San Diego, California > Miami, USA
- Transatlantic: New York, Canada and London**
Miami, Florida > London, UK
- Northern Europe and the Baltics**
London, UK > Copenhagen, Denmark

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