PANACHE
CRUISES®



# LUXURY CRUISE GUIDE

*Your ultimate guide to luxury ocean, river and expedition cruises*

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Regent Seven Seas Grandeur, pool deck



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**Founders brochure**
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## *A message from* JAMES

Dear Fellow Cruiser,

Here at Panache Cruises, we specialise in all things luxury and ultra-luxury cruising.

Our team of expert cruise connoisseurs have decades of experience in the luxury cruise industry, having experienced firsthand all of our ocean, river, expedition and yacht cruise lines.

Luxury cruising, at its core, is all about space, personal service and attention to detail. It's about world-class dining experiences, bespoke and exclusive shore excursions, incredible onboard entertainment, impeccably appointed suites and so much more.

Luxury cruise lines operate smaller ships—you won't be cramming on board a huge mainstream mega-ship with thousands of other people. Instead, you'll enjoy plenty of space in your cabin, at dinner, at the bar or by the pool.

You'll get to visit smaller and less-visited ports across the globe—places that bigger ships simply cannot access. Whether you're looking for a summer in the Mediterranean, a cultural journey in Asia, wildlife experiences in Africa or a winter in Antarctica, a luxury cruise could well be for you.

This kind of small ship cruising elevates luxury travel like you've never seen on land. In this guide, we provide comprehensive and honest information about luxury cruises around the world.

We stand by our motto that "nothing is too much trouble" and will do anything we can to help you book your perfect cruise.

Enjoy reading and don't hesitate to get in touch with our team if anything catches your eye.

All the best,

James Cole
Founder and CEO
Panache Cruises

CALL 0161 516 7304 TO BOOK TODAY

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Double guest room, Crystal Symphony



Prime 7, Regent Seven Seas


Oceania, Stateroom room service

# Travel, *Elevated*

## Luxury cruising is the way *forward.*


Oceania Allura

**It's the epitome of elevated travel. With industry innovations developing at a rate of knots, there has never been a more exciting time to take your first luxury cruise.**

A luxury cruise appeals to travellers who value refinement in how they experience travel. From the moment you step on board, the atmosphere tends to feel calm and intentional, allowing you to settle into the journey rather than feel rushed or overstimulated by swarms of other people.

Service is a defining strength of luxury and ultra-luxury cruises. With fewer guests and highly-trained crew, interactions feel personal and intuitive. Preferences are remembered, needs are anticipated and the overall experience feels genuinely attentive rather than transactional.

Itineraries are culturally rich and immersive, with ample time ashore and curated experiences that deepen your connection to each destination. Many inclusions simplify the journey, allowing you to stay present and enjoy travel that feels seamless and deeply rewarding.

The onboard environment is designed as a refined retreat. Public spaces are uncrowded and the décor is elegant. The pace of life on a luxury cruise feels unhurried, creating space to relax, reflect and connect. Dining is treated as the ultimate pleasure; all of your time on a luxury cruise will likely revolve around what meal comes next. With thoughtfully prepared cuisine and an emphasis on regional inspiration, a luxury cruise truly is a food lover's dream.




Oceania Allura, Vista Pool Deck

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PANACHE CRUISES

# What makes *luxury cruising* different?

**Rather than simply travelling to a destination, a luxury cruise travels *through* a destination.**

Luxury cruises are a unique and unforgettable way to travel the world. Perhaps you wish to stay close to home and revisit some of your favourite destinations on the ultimate summer holiday. Or perhaps embarking on a journey somewhere farther afield is just what you need to step out of your comfort zone and discover new places, new people and new cultures. There is truly something for everyone on a luxury cruise.

Rather than simply travelling to a destination, a luxury cruise travels through a destination. It elevates every moment of a holiday and transforms it into a seamless and indulgent experience. Onboard atmospheres are tranquil and elegant, with serene spas and lavish dining pairing perfectly with spacious luxury accommodations and extraordinary service.

In truth, outstanding levels of personalised service are what characterises a luxury cruise. Guests can often expect butler service, 24-hour concierge and high crew-to-guest ratios. Impeccable service aboard luxury cruises is what makes these experiences stand far above mainstream cruising.

Even aboard bigger ships, luxury experiences such as Cunard's Grills concept and Celebrity Cruises' Retreat offer exclusive onboard areas, enhanced service and additional benefits in line with some of the world's most luxurious and all-inclusive cruise lines.

Dining on luxury cruises is another defining element. Instead of queueing at the buffet, guests can expect menus crafted by renowned chefs, with exceptional wine pairings, locally sourced ingredients and a choice of restaurants that all feel like fine dining venues. Most luxury cruise lines include all drinks, without the need to pay for additional beverage packages.



Prestige Staterooms on Ponant's Le Dumont-d'Urville



Oceania Cruises, Cannoli in Toscana

Shore experiences on luxury cruises are also far more immersive. Rather than large-group tours, guests have access to smaller, more personalised excursions—from private guides to exclusive access experiences that connect them more deeply with the destination. And because luxury ships are smaller, they can reach ports that big ships simply cannot, providing more unique itineraries and a sense of discovery that feels far less crowded.



Crystal Cruises, Palm Court

# Our luxury Cruise Line partners

We're lucky enough to work with the world's best luxury cruise lines. Whether you're looking for a classic ocean cruise, an immersive river voyage or an intrepid expedition, you're guaranteed an unrivalled experience with our luxury cruise line partners.

## *Ocean*



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### CRYSTAL
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### EXPLORA JOURNEYS
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### HURTIGRUTEN
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### REGENT SEVEN SEAS
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### SEABOURN
Learn more »



### SILVERSEA
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### WINDSTAR CRUISES
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### VIKING OCEAN VOYAGES
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Virgin Voyages, Santorini catamaran

## *Big Ship Luxury*



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# River



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## APT LUXURY TRAVEL
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## AVALON WATERWAYS
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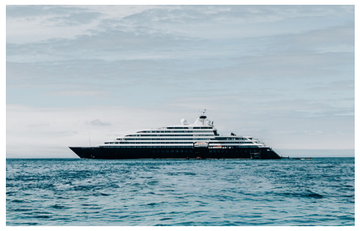
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# Expedition



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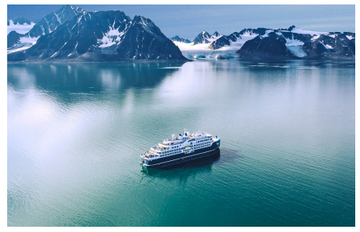
## SCENIC
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## SWAN HELLENIC
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## VIKING EXPEDITION CRUISES
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# We've been *on board*

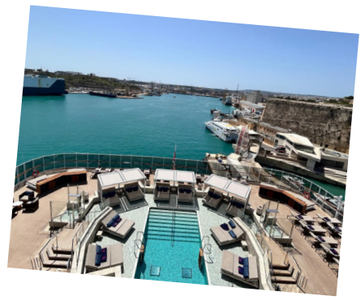
That's right, we've sampled almost every single cruise line we work with. That's luxury and ultra-luxury ocean, river and expedition cruises. Covering all seven continents, our team has the firsthand experience needed to add that extra personal touch when helping you organise your holiday.

Whether you're thinking of a journey around the Mediterranean, island hopping in the Caribbean, discovering the delights of Asia or South America or even heading all the way down to Antarctica, we've been there, done that.

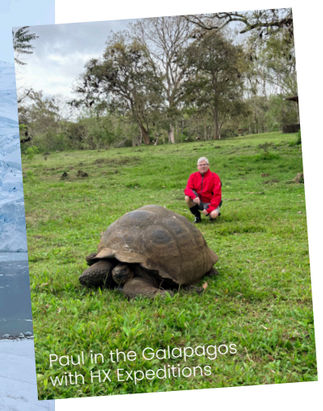

James and family in India with Uniworld


Tina and Nicole on Silver Ray






Mollie-Jo in Antarctica


Paul in the Galapagos with HX Expeditions






# *Where do* you want to go?


Hawaii


Sydney




Antarctica

*Let your imagination run wild. Where do you envision yourself on a luxury holiday?*

Looking out for lions on safari in South Africa? Sipping wine straight from the vineyard in Bordeaux? Watching New Year fireworks over Sydney Harbour Bridge? Walking among penguins in Antarctica?

Wherever your dream destination, there's almost certainly a luxury cruise that goes there. With elegance and convenience, tick off some of the most desirable destinations in the world, from a classic Mediterranean voyage to some winter sun in the Caribbean; a Northern Lights adventure to an epic expedition in the Galapagos; an intimate yacht-style cruise in French Polynesia to an exotic river voyage in Asia.

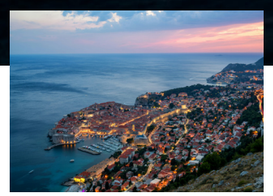
Discover luxury cruise destinations over the next few pages.

Regent Seven Seas Splendor

# SAIL *the* seven SEAS

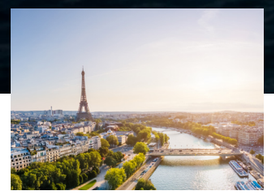
No matter your style of travel, there's a luxury ocean cruise for you.

Want to stay close to home on a summer Mediterranean cruise? *Check*. Fancy some winter sun in the Caribbean? *Check*. Ready for an insight into new cultures, cuisines and a taste of adventure in Asia or Africa? *Check*.



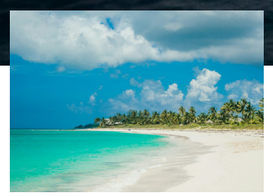
## MEDITERRANEAN

From island hopping around the Greek Isles and sipping sangria in Spain to watching the Monaco Grand Prix and eating your way around Italy, the Mediterranean is a classic region to explore on a sunny voyage aboard a luxurious all-inclusive cruise holiday.



## NORTHERN EUROPE

An underrated destination right on our doorstep, Northern Europe offers history, architecture and beautiful natural landscapes. Sail the Norwegian fjords and chase the northern lights in Iceland, or head on a cultural discovery on a city-hopping tour of the Baltics.



## CARIBBEAN

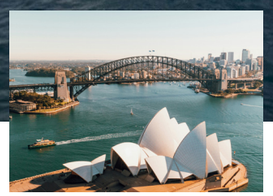
White sands, turquoise waters, lush jungle and fresh coconuts. What's not to love about a Caribbean cruise? Hike the peaks of St Lucia, snorkel with turtles in Aruba, sip rum cocktails in Curaçao and sample the culinary delights in Barbados on the ultimate luxury getaway.



## ASIA

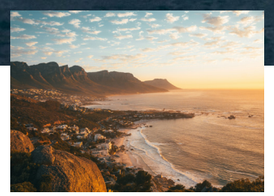
Cities bustling with people, spices, temples and more, islands and beaches strewn with palm trees and longtail boats. Asia is a hub of sights, sounds and smells like no other. From the grand architecture of Bangkok's temples to the soaring limestone cliffs of Ha Long Bay, an adventure awaits in this vast and beautiful continent.





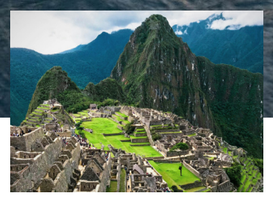
## AUSTRALIA AND NEW ZEALAND

Sun-soaked coastlines, vibrant cities and unique wildlife define cruises to Australia and New Zealand. Sail into Sydney's iconic harbour, snorkel at the Great Barrier Reef and wander the rugged mountains surrounding Queenstown in this dynamic region of natural beauty.



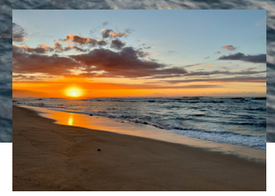
## AFRICA

Golden deserts, lively souks and wildlife-rich plains make Africa endlessly captivating. Ride camels through the Sahara desert, take the cable car up Table Mountain and marvel at the Great Pyramids of Giza on a diverse and captivating voyage around the African continent.



## SOUTH AMERICA

From the mist-shrouded citadel of Machu Picchu to the tango-filled streets of Buenos Aires and the dazzling spectacle of Rio Carnival, the South American continent is bursting with vibrancy, rhythm and adventure. A luxury cruise here takes you far from your everyday life and is sure to charm you at every turn.



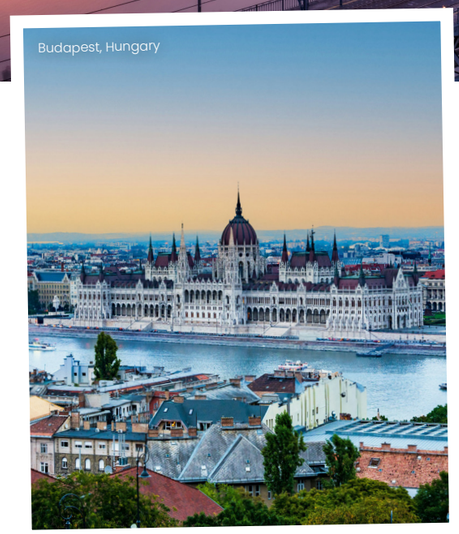
## THE PACIFIC

Could there be anything better than an ultra-luxurious yacht cruise throughout French Polynesia? You've never seen anything like it - paradise awaits in Bora Bora, Moorea, Fiji and Hawaii. Relax on golden beaches and swim among tropical fish in the clearest waters you've ever seen before returning to your beautiful vessel, your home away from home.

Porto, Portugal

# JUST AROUND THE *riverbend*

The world's rivers await on a luxury river cruise. The historic waterways of Europe contrast with the exotic rivers of Asia and Africa. Take a look and see what - and where - takes your fancy.


Budapest, Hungary

## Seine

If it's a romantic or historic river cruise you're after, look no further than France's iconic River Seine. From the cobbled streets of Paris - aptly nicknamed the city of love - to the quaint towns of Honfleur and Les Andelys, a river cruise along the Seine is perfect for a rejuvenating luxury holiday.

## Douro

An up-and-coming destination in its own right, the stunning River Douro winds its way through northern Portugal from Porto to the Spanish border and is characterised by dramatic valleys, picture-perfect towns and, of course, miles upon miles of port wine vineyards.

## Ganges

Delve into the heart of India on a far-flung river cruise adventure. Perhaps not the first river cruise destination to come to mind, the sacred River Ganges is perfectly combined with a tour of India's iconic Golden Triangle.

## Danube

Ever wanted to visit Budapest, Vienna or Bratislava? Look no further than the Danube. Flowing through grand capitals, vineyard-lined valleys and storybook villages, the Danube offers a timeless journey of elegance and culture on a city-hopping tour through the heart of Europe.

## Rhine

Gliding past fairytale towns and peaceful vineyard slopes, the Rhine offers a blend of culture and quiet beauty. Discover the Rhine during the winter time and you'll be delighted by Christmas markets buzzing with a lively atmosphere, delicious local delicacies and of course a hot cup of Glühwein.

## Mekong

If you are a lover of culture and culinary excellence, venture to Vietnam and Cambodia for an exotic sailing along the River Mekong. Visit local villages, learn about the region's turbulent history, taste some of the finest cuisine in the world and soak up incredible views on the Mekong.

## Nile

The Great Pyramids of Giza top most travellers' bucket lists for good reason. Why not combine a visit to this Wonder of the World with a serene voyage along the longest river in the world, the Nile? Ancient history and luxurious river cruising combine to create a beautifully immersive and memorable voyage through Egypt.


Mekong River, Cambodia


River Nile, Egypt

**INTERESTED IN ANY OF THESE DESTINATIONS?**

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# Intrepid explorers, *unite*

A world of adventure awaits, from the Arctic to Antarctica, the Galápagos to the Kimberley coast and all the spectacular places in between.

## Antarctica

Luxury and ultra-luxury Antarctic cruises have transformed this remote adventure into an experience of comfort and indulgence. Once rugged expeditions now offer gourmet dining, world-class accommodations, and exceptional service—all without sacrificing the thrill of exploring one of the planet's last true wildernesses.

## Arctic

Come for the Aurora Borealis or stay for the magic of the midnight sun. The Arctic promises an unforgettable escape where nature, culture and now, luxury, converge. Whatever your hobby, desire or dream—to take photos, to ski in the wild or to spot polar bears in their natural habitat—there's an Arctic cruise itinerary for you.














## Galápagos Islands

A Galápagos cruise is a voyage into a place unlike any other on Earth. From the legacy of Darwin's groundbreaking studies to the vibrant interplay of land and sea, every moment here feels like stepping into another world. Unlike the polar regions, the Galapagos Islands offer lush volcanic landscapes alongside dramatic lava fields and pristine beaches, all teeming with unique species found nowhere else.

**The Galápagos Islands offer lush volcanic landscapes alongside dramatic lava fields and pristine beaches**

## Alaska

An Alaska cruise is an invitation to experience dramatic landscapes and unforgettable wildlife. This is not merely a land of snow and ice—Alaska boasts temperate rainforests, fjords carved by glaciers and vibrant coastal towns alive with culture and history. From the native Tlingit and Haida heritage to gold rush-era architecture and lively arts communities, Alaska blends natural grandeur with rich human stories.

## Kimberley

The Kimberley region of Western Australia stretches across the northern coastline like a vast, untamed canvas painted with red cliffs, pristine rivers and dramatic gorges. Less traveled than many other destinations, a Kimberley cruise is a journey into one of the world's last true wildernesses.





Whirlpool, Queen Anne, Cunard

# *Top tips for* luxury cruising

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## 1. CONSIDER WHICH DESTINATIONS YOU WANT TO SEE

Of course the most important element of your luxury cruise holiday is finding the best places to visit. Perhaps you already have an idea of where you want to go or specific experiences you want to have. We can help match you with your perfect luxury cruise to suit your needs and before you know it you'll be off on an adventure, ticking things off your bucket list!

## 2. ADD ON PRE- OR POST-CRUISE STAYS TO ENHANCE YOUR VOYAGE

Want a bit more time in one of your cruise destinations? Make sure to book a pre- or post-cruise stay and immerse yourself more in the destination. Some of our favourites include adding the Rocky Mountaineer train journey onto an Alaska cruise, adding a Golden Triangle tour to your Ganges river cruise or living it up in a luxurious hotel in New York before or after a transatlantic voyage.

## 3. CHECK THE BEST TIME TO CRUISE TO YOUR CHOSEN DESTINATION

Don't just book any old cruise - make sure to travel at the optimum time to get the most of your trip. Visit Japan during cherry blossom season, travel to the Arctic at the perfect time to catch the northern lights or ditch the crowds on an off-peak springtime Mediterranean cruise.

## 4. PACK APPROPRIATELY FOR YOUR DESTINATION

Do plenty of research about the weather and consider which activities you'll be taking part in so you can pack the right gear for your luxury cruise.

## 5. CHECK WHICH INCLUSIONS AND AMENITIES ARE IMPORTANT FOR YOU

Before booking your cruise, think about which amenities you want included in your voyage. Do you want everything included, from drinks and WiFi to excursions and laundry? Or are you a non-drinker or a self-tour kind of traveller, not bothered about included alcohol and excursions?

## 6. FIND THE BEST DEAL WITH YOUR LUXURY CRUISE CONNOISSEUR

We all know that it's not just about finding the cruise you want to go on - it's about finding the best price too. Our luxury cruise connoisseurs have decades of knowledge and firsthand experience to help you find the perfect voyage within your budget. We work closely with our fantastic cruise line partners to source the best itineraries and work hard to get exclusive offers that you won't find anywhere else.

## 7. JOIN OUR FOUND*ERS* PROGRAMME AND GET REWARDED FOR TRAVEL

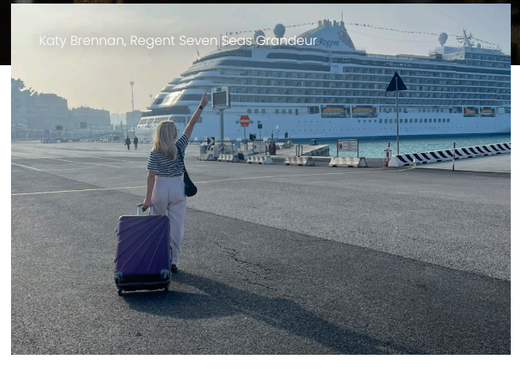
One of the best things about booking a luxury cruise with us is that you'll automatically join our Found*ers* programme and start earning points on every booking you make. Points equals discount off your next cruise, and membership also includes access to exclusive hosted cruises, VIP experiences and extra amenities and gifts that you won't get when booking with any other agency.

*Why book with*
# PANACHE CRUISES?



Panache HQ, UK


Georgia in Antarctica with Silversea


Katy Brennan, Regent Seven Seas Grandeur

Over the years, Panache Cruises has established itself as the UK's leader of luxury and ultra-luxury cruising. We've consistently delivered extraordinary service with our team of seasoned professionals, and developed strong relationships with our cruise line partners so that we can give you our best price guarantee.

Whether you have a simple query or you're ready to book a cruise, we're here to help. From your initial call right through to welcoming you home after your cruise-of-a-lifetime, your personal connoisseur is there every step of the way. You simply won't find this level of dedicated service anywhere else!

You'll also be automatically enrolled into Founders, our industry-leading loyalty programme offering exclusive benefits, VIP experiences, hosted cruises and more. Earn points on every booking which you can redeem as cash value off future bookings with us. What's not to love?

- Personal one-to-one connoisseur service - whether you're just asking questions or you're ready to book your holiday.
- Award-winning customer service, the best in the industry. It's world class, you know.
- Our best price guarantee - that means we beat all our competitors out of the park when it comes to getting the best deal on your cruise.
- Exclusive access to deals no one else has, because we have great relationships with our cruise line partners and know how to wangle a great deal for our customers.
- A state-of-the-art loyalty programme, Founders. This gives you points for every pound you spend which you can redeem as a cash discount off your next cruise.

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