



Chairman's Club
PANACHE CRUISES

Claim your 5000 FREE points



PanacheCruises.com



Chairman's Club
PANACHE CRUISES



Elite Ocean, River, Expedition and Yacht-Style Cruising

Dear Cruiser

Join our Chairman's Club today and claim your 5,000 FREE points, DOUBLED to 10,000 for our first 1,000 members.

Our mission at Panache Cruises is to provide 'Nothing is too much trouble' personal service for you, our valued customer and to provide industry leading opportunities to ensure you get the most out of booking a luxury cruise with Panache Cruises.

Our latest initiative is the launch of our Chairman's Club, aimed to be the UK's most rewarding loyalty programme for luxury cruisers.

Most cruise lines offer loyalty programmes so we thought it was time for Panache Cruises to introduce a loyalty programme too, to ensure that you get something a little extra special when you book with us.

Our Chairman's Club offers the following benefits when you become a founder member, absolutely FREE:

- **Points for every booking you make** – you'll get a minimum of 1 point for every £1 you spend, and each point you earn will give you money off a future cruise
- **Silver, Gold, Platinum and Diamond tiers give you additional rewards** – as you ascend up the Chairman's Club tiers, you'll get additional rewards every time you move up a tier, and you earn more points too, giving you even more money off future cruises
- **Early access to exclusive offers and deals** – as a Chairman's Club member you'll get offers and deals unavailable anywhere else, as well as first option on new and exciting cruises
- **Priority invites to virtual and in-person events** – whenever we run an event, you'll be first in line for an invite
- **Exclusive access to our Chairman's Club Facebook group** – access to the Facebook group will give you a chance to mingle with likeminded cruises, discover new destinations, network with friends and enhance your cruising experience

Go to PanacheCruises.com/the-chairmans-club to fill in a short application form and join our Chairman's Club today.

I look forward to you joining our Chairman's Club, and helping you to enjoy some fantastic, unforgettable cruise experiences in the near future.

Speak soon.

James

P.S. Don't delay as it's only our first 1,000 members that get DOUBLE points when joining.



Join our Chairman's Club today and get 5,000 FREE points.



Contents

3

Why Panache Cruises ?

7

What our customers say about about us

8

Meet our Cruise Connoisseurs

10

Welcome to our Chairman's Club

11

Other additional benefits of being a member

12

Why Elite Ocean Cruising?

13

Why River Cruising?

14

Why Expedition Cruising?

15

Why Yacht-Style Cruising?





Every industry has a disrupter, someone who does things differently, and cruising is no exception.

Founded by James Cole, one of the most recognised names in the cruise industry, Panache Cruises prides itself on its team. We don't just 'book cruises', we craft each cruise holiday as if it were our own trip and we leave no stone unturned in creating the ultimate cruise experience.



We have unparalleled experience and knowledge, but that doesn't mean we do everything the way it's always been done – quite the opposite, if we can see a better way of doing something then we embrace it.

We know you want a completely personal service, so we deliver that. Our Cruise Connoisseurs provide a single point of contact throughout your experience with us.

We know you want bespoke holidays that are carefully crafted to suit you, so that's how we do it.

We know you want a truly unique experience, not an 'off the peg' holiday, and we excel in making that happen.

We know you want unrivalled financial security, so with our ATOL approved Trust Account, we give you just that. Your money is 100% safe with us.

Our team is our business. Our people have flair, spirit, confidence, enthusiasm and energy but most of all, we are creative perfectionists.

We simplify the process. Our totally personal service removes the need for automated call centres





Your Personal Cruise Connoisseur

However you first contact us, whether it's a scheduled appointment, an email enquiry or you just pick up the phone and call us, you'll be introduced to one of our 'Cruise Connoisseurs' - your personal concierge. They will be your single point of contact.

Our Cruise Connoisseurs are seasoned travellers and between them they've covered the world. On average they have over 10 years of experience in the cruise industry so wherever you're heading, we have someone on the team with invaluable experience. They're experts in researching, planning and creating the perfect cruise holidays.

They'll get to know you, understand exactly what you're looking for, and make personal recommendations that you'll love.

Nothing is too much trouble for your Cruise Connoisseur, they take all the hassle and hold music out of booking your cruise and make it easy and exciting. They operate on the premise that the devil is in the detail, ensuring all the finer elements of your cruise are taken care of, including:

- Airport Transfers
- Car Parking
- Security fast passes and lounge access
- In-resort transfers
- Pre-cruise hotels
- Tours and excursions
- Onboard dining





We are the envy of the industry

When you call, we answer. No 'press one for this, two for that' automation. Just real people, answering the phone.

You can expect the highest standards of customer service. Experience and knowledge combined with politeness, courtesy and a common-sense attitude make our team the envy of the industry. Our team has sailed on every cruise line we work with, so they can answer any question. With the most experienced professionals in the cruise industry on board, you couldn't be in safer hands.

Our high standards naturally extend to the cruise lines we choose to partner with. We only work with selected, handpicked Premium and Ultra-Luxury cruise lines across which fits with us being specialist in Elite Ocean, River, Expedition and YachtStyle cruising.

Finally, our word is our bond, if we say we're going to do something, we do it.



Our industry leading founder

James Cole is an industry veteran with over 20 years' experience in cruising. The creative brains behind some of the UK's largest cruise brands, including The Cruise Store, Cruise118, Six Star Cruises and River Voyages, James is devoted to cruising and has been responsible for selling over £1bn of cruise holidays.

James is always happy to hear from you, have a chat or help in any way he can. You can reach him by email or on his personal mobile



Join our Chairman's Club today and get 5,000 FREE points.

Why Panache Cruises?



Chairman's Club
PANACHE CRUISES



Our Wider Family

Our team has proudly worked with our cruise line partners for over 15 years. We understand their products as well as they do, and our close relationship ensures we receive access to the very best offers and products available.

Panache Cruises is a member of The Travel Network Group. TTNG is one of the largest independent travel companies in Europe and provides Panache Cruises with unmatched purchasing power as well as the most competitive rates for airlines, hotels and land-based tours.

Unrivalled financial security

For complete peace of mind, we are members of the Travel Trust Association (TTA) and fully comply with their code of conduct. Established in 1993, the TTA has over 600 travel agents and tour operator members. The TTA provides us with a trust account where all customer monies are paid into until they are required to pay for your cruise holiday. In the unlikely event of our insolvency any monies paid will be refunded in full

Panache is an ATOL bonded travel company, which means that in the unlikely event of our insolvency you can continue to enjoy your cruise holiday if you have already departed, or you have the option to be fully refunded if you have yet to travel. ATOL protection also extends to the collapse of an airline.

Finally, we only partner with cruise lines that are ABTA and ATOL protected which means that when you book with Panache Cruises your money could not be in safer hands.





A handful of reviews from our customers...

 **Paul Taylor**



Perfect Panache

Have booked an Oceania cruise and an APT river cruise with Panache for 2021, and the service has been brilliant. My wife and I have been lucky to have had over 25 years holidays on the high sea's, and are really happy with this company.

 **Pam Clements**



Very impressed with this new cruise...

Very impressed with this new cruise company. Natalie was friendly, very knowledgeable and professional. We already knew the cruise we wanted but she provided some useful advice and her reassuring approach was invaluable in these uncertain times. Also good to know she would be our dedicated contact for any queries.

 **Ann Giblin**



Emma's knowledge of the cruise industry...

Emma's knowledge of the cruise industry is comprehensive & she is enthusiastic about sharing it in a direct & friendly manner. Any queries about the itinerary or ship were answered promptly & she was keen to find the right experience for us. I appreciated her attention to detail & that she gave me time to consider. I was so impressed that I booked another cruise & am happy to leave the details of the pre-cruise land trip to Emma. Definitely recommend Panache & Emma.

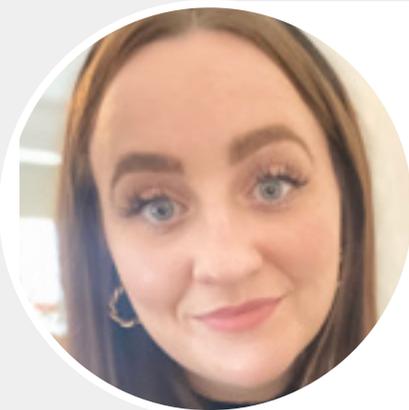




Catherine Divan

Hi, my name is Catherine. I have worked in the travel sector now for just over 20 years, specialising in both luxury land-based holidays and luxury cruise.

While working for the UK's largest tour operator I gained significant expertise in selling worldwide travel experiences, specifically in the luxury tailor-made travel. This provided me with opportunities to visit destinations where I have previously sold holidays to. I then went on to specialise in luxury cruise, where I have built up over 13 years of experience. This has enabled me to combine both my love of land-based holidays and cruising; the perfect combination!



Natalie Eadon

Hi I'm Natalie, I have worked in the cruise industry for the past 4 years. I have always worked in customer service, with my background in hospitality – customer service is my focus and it is really important for me to go above and beyond for my clients. During my time in travel, I have worked in all areas of the cruise business with experience both within the sales team and behind the scenes.

My passion is providing the best service possible and I love finding the perfect holidays for my customers. I love cruising (the saying is true, you really cannot travel any other way once you have been!) and I have been lucky enough to travel to some of the most amazing destinations all over the world.



Kat Gelder

Hi I'm Kat and 2021 will be my 8th year working in the cruise industry! Within that time I've been lucky enough to travel to 4 continents and sailed on over 7 cruises, and been on board many more ships. I live in a lovely village called Stubbington, and my house is a stone's throw from the beach – the best part is that it looks over the Isle of Wight Solent, so I see all of the cruise ships departing Southampton on a daily basis!

I am passionate about customer service and getting out what you put in. I want my customers to be treated in the same way that I would wish to be – nothing is too much to ask!



Katy Porter

Hello, I'm Katy. I have worked in cruise travel for almost 9 years now! I truly know that my heart lies in this industry; I have so much passion for cruising and it has given me so many amazing experiences. I have been so lucky to go on 6 different cruises from Royal Caribbean's Anthem of The Seas to the ultra-luxury Regent Seven Seas Mariner and Uniworld's River Princess, all of which are truly remarkable.

In 2014 I won CLIA'S Young Travel Agent of the Year Award which is one of my greatest achievements. Throughout my career I have been able to attend various cruise events, travel the world, and meet my customers personally. I have also made some fantastic friends for life.



Michelle Reyner

Hi, I'm Michelle. I have worked in travel for around 20 years and specifically in the luxury cruise market for the last few years. I always thought that luxury beach holidays got me the most excited about travel: a 5-star hotel, nice beach, and cocktail in hand, but then I discovered the wonderful world of cruising. I

have only ever dealt with the elite end of the market and can truly say I love the principles of the brands we work with. All are unique in their own way and all are superior to the masses. The standards of service, aesthetics, food and drinks would give any world-class hotel a run for its money.



Emma Taylor

I have been working in the cruise industry for the past 20 years and have focused on luxury cruise in particular for 12 years. I started off my travel career as an apprentice at Thomas Cook and immediately fell in love with the industry. A few years later I met James Cole and have worked with him ever since. My passion is sales, and I love nothing more than creating experiences which are really unique.

Throughout my years in the industry, I have been able to travel to some amazing destinations and experience some fabulous itineraries and ships, including river cruises, expedition, yacht and ocean – so I have it all covered!



Welcome to our Chairman's Club

Chairman's Club is Panache Cruises' latest addition, bringing you, our valued customer an enhanced offering and additional tokens of our appreciation for your business.

At Panache Cruises we put you at the centre of everything we do, without customers we would not exist as a business and that's why we offer our 'nothing is too much trouble' customer service to ever customer that contacts us. It's our mission to find and provide your perfect cruise holiday.

We take care of absolutely everything relating to your cruise holiday, from the moment you leave your front door, to the time you return home, we will take care of every detail, its all part of our comprehensive service provided by our award winning Cruise Connoisseurs.

Our Chairman's Club aims to reward customer loyalty, the more cruises you book, the more we reward you to say thanks.

Points with Panache

We award a minimum of 1 point for every £1 you spend with Panaches Cruises, which can then be redeemed against future cruises.

We will even start your account off with 5,000 points, DOUBLED to 10,000 for the first 1,000 members to sign up.

What's a point worth?

For every 1,000 points you accumulate in your account they will be converted into a £10 saving on your next cruise holiday.

However, our Chairman's Club gets more rewarding the further up the tiers you go.....

Bronze

- Upto 24,999 points earned and you will be a Bronze member.
- Earn 100 points for every £100 you spend.
- Receive a Panache Cruises bone china mug for your first booking in the Bronze tier

Silver

- From 25,000 points earned
- Earn 125 points for every £100 you spend.
- Receive a Panache Cruises leather journal and pen for your first booking in the Silver tier

Gold

- From 50,000 points earned
- Earn 150 points for every £100 you spend.
- Receive a Panache Cruises back pack and umbrella for your first booking in the Gold tier

Platinum

- From 100,000 points earned
- Earn 175 points for every £100 you spend.
- Receive a significant token of our appreciation, personalised to you.

Diamond

- From 250,000 points earned
- Earn 200 points for every £100 you spend.
- Receive a significant token of our appreciation, personalised to you.

Are there other benefits of being a member of the Chairman's Club?



Chairman's Club
PANACHE CRUISES



Other Benefits

In addition to earning Points with Panache and receiving our tiered gifts, there are a number of other benefits to those who choose to join our Chairman's Club.

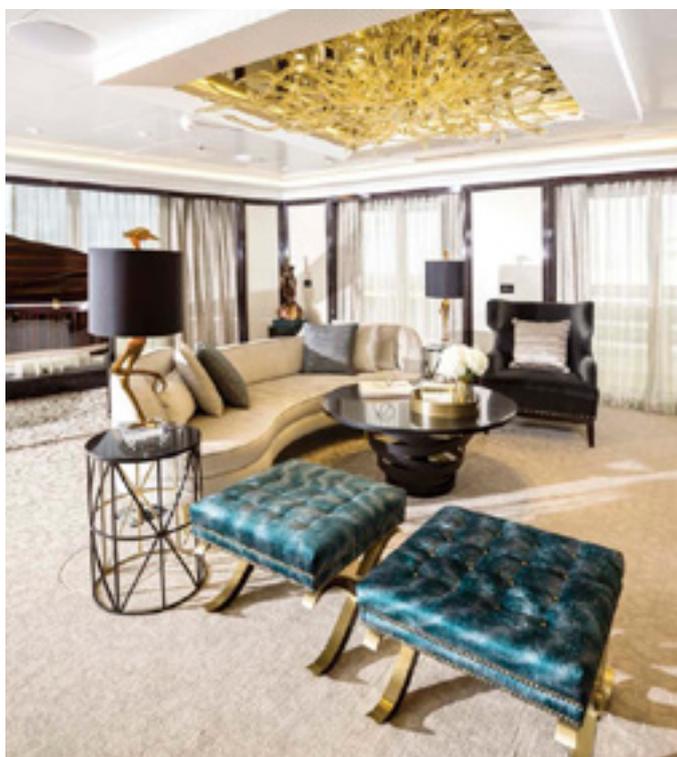
You will be sent invites to exclusive webinars hosted with some of the most senior and interesting people in the world of cruising. A great chance to ask questions or make comment to the people who at the very top of the wonderful world of cruising.

You will be given early access to our promotions and offers. We will contact you before we go on general sale to ensure that you can take advantage of the offers we have in place and ensure that there is availability.

We will run exclusive offers and deals only accessible to members of our Chairman's Club. Sometimes the cruise lines give us deals on specific sailings that they only want to be published to a select number of customers. We will make sure you are the first to get sight of these offers.

We will host virtual and in-person events that showcase destinations, different cruise categories, our cruise line partners and introduce you to new and exciting itineraries. You can be sure that our Chairman's Club members will be first to receive an invite.

Our private, behind-close-doors Facebook group is for Chairman's Club members only, an opportunity to ask questions, share experiences with fellow members and also gain knowledge on the latest happenings in the world of luxury cruising.



Our Cruise Categories



Chairman's Club
PANACHE CRUISES

At Panache Cruises we specialise in Elite Ocean, River, Expedition and Yacht-Style Cruising, provided to you with exceptional 'nothing is too much trouble' customer service.

Here's a brief overview of our 4 cruise categories.



Elite Ocean



Why Elite Ocean Cruising?

The rapture of cruising at a pace designed to liberate the senses cannot be understated. You can linger over breakfast served in the privacy of your own suite; opt for a late lunch from the poolside grill accompanied by a crisp white wine; or savour dinner at a venue and time that's convenient to your schedule, not the ship's. For those who prefer glamour to glitz our collection of exceptional ships is in a league of its own.

Far from a vacuum-packed experience, a luxury cruise allows you to set your schedule on land. Whether it's a brush with the artsy vibe of Barcelona or the exhilaration of Hong Kong; a sojourn through antiquity in the Greek Islands or sailing into the perpetual-motion machine that is New York, the carefully curated tours ensure you are far from the madding crowds.

While a luxury cruise might appear expensive at first glance, the inherent all-inclusive concept offers value beyond compare. Supplements for speciality restaurants, upscale wines and spirits, as well as gratuities are banished to the deep. So while luxury ships will generally have a headline price that's more expensive than premium ones, the host of included items make elite cruises a steal.

Our Cruise Lines





River Cruising



Why River Cruising?

For the ultimate in effortless Europe there's a miscellany of contrasting cruises. It's possible to voyage from the North Sea coast to the Danube Delta; witness the romanticism of the castles of the Rhine; or savour close encounters with quixotic French rivers such as the Seine; Rhone; Dordogne. Beyond the blue horizon the mystical Mekong; Ayeyarwady; Nile; Ganges; Yangtze; and Mississippi beckon to be explored as never before.

Conveying around 150 guests, river ships have three accommodation decks plus an expansive sundeck. One restaurant serves all meals and most luxury vessels have an intimate speciality dining option serving a wine-paired dégustation menu where each dish is an exquisite work of art.

Many itineraries visit several countries in just a few days, attracting culture vultures who want to experience the heart and soul of a country. Luxury river cruise lines offer a range of themed cruises for those who want to discover the finer things in life, including wine connoisseur trips and private music recitals in stately venues. Seasonal cruises to fairytale Christmas markets in snow-dusted medieval towns are brim-full of festive cheer. There truly is a waterborne voyage to suit everyone.

Our Cruise Lines





Expedition Cruising



Why Expedition Cruising?

Encircled by pack-ice and covered by an ice-sheet several miles deep, nowhere else on earth is as captivating as Antarctica. Steep-sided icebergs parade past the open decks, each one illuminated with the glow of the sun. The narrow Lemaire Channel is known as 'Kodak Gap' because of its delphinium-blue glaciers. Imagine enjoying dinner served course-by-course on your private veranda as this icy world glides past. Expedition ships visit the ice-free coastal areas and sub-Antarctic islands during the Austral Summer which runs from November to March.

The Galápagos archipelago is an isolated sanctuary of biodiversity straddling the equator. Home to creatures found nowhere else on earth, it's little wonder they are known as 'The Enchanted Islands' and can be visited year-round. It was the natural kaleidoscope that caught the imagination of Charles Darwin whose famous research resulted in a revised understanding of the natural world.

The roster of expedition cruises also includes voyages to 'the birthplace of icebergs' along the western coastline of Greenland; observing bowhead whales in Arctic Canada and polar bears in Svalbard; as well as witnessing the majesty of the Torres del Paine National Park in Patagonia. Turning up the thermometer, there are expedition cruises exploring the islands of the South Pacific, Indian Ocean, Micronesia and Indonesia which are certain to pique the interest of those with adventure in their blood.



Our Cruise Categories



Chairman's Club
PANACHE CRUISES



Yacht-Style Cruising



Why Yacht-Style Cruising?

The subtly eye-catching design of these yachts tends to range from sleekly cool to smoking-hot. The vibe is pitch-perfect and entirely in keeping with the nautical lifestyle so adored by each and every guest.

The on-board tempo is laid back; the dress code is elegant casual. Lotus-eating is mandatory as is exploring fanciful ports at leisure. Champagne is served with abandon and the wine list never disappoints. The cuisine has contemporary nuances while at the same time is tempered with a classical approach. Above all, service from the crew is a yardstick of excellence.

The yachts tend to chase the sun throughout the year. In summer months the French and Italian Rivas are firm favourites – St Tropez and Portofino in particular. Hedonism and culture keep good company in the Aegean and Ionian seas – never more so than in Mykonos and Corfu. Several sequestered ports on Mediterranean islands also score highly on the photogenic scale – notably Ibiza and Bonifacio. As autumn takes hold the yachts head towards the indolent Caribbean. Here gin-clear waters and quarter-moon beaches as well as colourful markets and chic boutiques await guests who soon absorb the quintessential lifestyle of this pattern of islands. Without doubt a yacht-style cruise is appreciably more than the sum of its parts.

Our Cruise Lines





PANACHE
CRUISES

PanacheCruises.com