



PANACHE  
CRUISES

# A Guide to Small Ship Cruising

[PanacheCruises.com](http://PanacheCruises.com)

## Elite Ocean, River, Expedition and Yacht-Style Cruising



Dear Friend

Panache Cruises specialise in small ship cruising. Whether its with one of our Elite Ocean cruise line partners, a luxury river cruise, on an expedition cruise or a Yacht-style cruise, we are delighted to be working with the most luxurious cruise brands in the world.

Small ship cruising is all about space, personal service and attention to detail. Almost all the ships we feature at Panache Cruises sail with less than 1,000 guests onboard and some with significantly less.

Small ship cruising takes many forms and our comprehensive, impartial and honest guide will help you understand the merits of small ship cruising in detail.

Smaller ships tend to have much more space per passenger than larger ships, giving you more personal space wherever you are onboard be that in your suite, a restaurant, a bar or on deck.

The crew will get to know you personally and be on hand to ensure your cruise is as perfect as possible.

At Panache Cruises our team of experienced and helpful Cruise Connoisseurs, with combined cruise experience of over 100 years, are always on hand to answer any questions you may have about cruising. On initial contact with us you will be introduced to your very own Cruise Connoisseur who will be with you throughout your journey with us, right the way through from your initial enquiry until you return from your cruise holiday.

We stand by our motto 'Nothing is too much trouble', meaning we go to any length to ensure our customers are happy and book their perfect cruise holiday.

I hope you enjoy this guide to small ship cruising.

Any questions please feel free to email me directly or call us for further details.

Best regards

James Cole

Founder - Panache Cruises

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# Why Panache Cruises?



## Every industry has a game changer, someone who does things differently, and the cruise industry 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 intend to leave no stone unturned in creating the ultimate cruise experience.



Our team 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 from experience that cruisers want 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 to negotiate those annoying automated call centres.



# Why Panache Cruises?



## 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



# Why Panache Cruises?



## 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



# Why 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.



# Small Ship Cruising



A cruise holiday can be so many things that in our expert opinion, there really is a cruise for everyone. You just need to find the right one. The difficulty in some cases is that some holidaymakers have pre-conceived notions as to what a cruise will be like, or what it will entail, and decide from the outset that it isn't for them.

But the reality is often a very different picture. Of course, some of the visions of cruising – the huge mega-ships, filled with thousands of people in what is essentially a floating resort – are a reality. But that isn't the only type of cruise available, far from it. There are so many options available that this type of cruising is just one small part of it.



This is the beauty of engaging with an experienced, specialist travel agency such as Panache Cruises. Our Connoisseurs all have first-hand experience of not only the different types of cruising but also the individual cruise lines so they can advise you properly.

More than that, the ethos behind Panache Cruises is that you will have just one point of contact – your Connoisseur – who will work with you every step of the way. We will get to know you, what your holiday desires are and the type of trip that will suit you and your personality. We will also take care of every last detail, no matter how small, to ensure that you are taken care of until you return home.

This is a unique service in the travel industry and you'll never find yourself speaking to a call centre or talking with someone you don't know. It's our way of ensuring you get exactly the right type of cruise, and holiday, that you desire, every time.

At Panache Cruises, we focus on four different types of cruising; elite ocean, luxury river, expedition and yacht-style. All of these are different types of small-ship cruising in their own way and all offer fundamentally different cruise experiences.

So if you think a small-ship cruise might be right for you, take a look at this comprehensive guide, which includes everything you need to know to help make the right decision about your cruise holiday.



# What is Small Ship Cruising?



In the cruise world, there are ships of all kinds, ranging from those which carry as few as 50 guests, to those carrying in excess of 6,000 passengers. Small-ship cruising is exactly as it says; it is taking a cruise holiday on a ship with a much smaller capacity. Exactly how many passengers these 'small' ships hold is actually open for a little debate but would certainly be less than 1,300. If that still sounds a lot to you then we can assure you that the small cruise ships we offer at Panache Cruises generally have much fewer guests on board than that!

The term 'small-ship cruising' does not actually denote a specific type of cruising so it we cannot categorise it into one area. All types of cruising offered by Panache Cruises could legitimately be called small-ship cruising as the capacities of the ships do not exceed the 1,300-passenger amount, with nearly all of them well under a maximum capacity of 1,000 passengers. So regardless of the type of cruise adventure you wish to undertake, whether it be elite ocean, luxury river, expedition or yacht-style cruising, you can ensure that your experience will be a 'small-ship cruising' one.

In most cases, small-ship cruising is centred around the destinations that you will be visiting, whilst ensuring that you travel there in style and luxury. The beauty of the smaller ships is that they can get closer to the heart of the locations on the itinerary and that they can also go to different ports that the larger ships cannot. You will find that you'll feel closer to the regions you visit too, as everything is geared to ensuring you get the most out of your small-ship cruise and really get to fully immerse yourself in the places you visit.



# What can I expect on my Small Ship Cruise?



While large ships may offer a variety of family-friendly entertainment, smaller ships simply do not have the capacity to accommodate large-scale attractions, and are often more serene and intimate experiences.

Indeed, if you are the type of person who would enjoy a small-ship cruise, you are likely to prefer the absence of such distractions in order that you can focus on the itinerary you will be following. Even on a small-ship cruise, you will find multiple places to dine, as well as areas to relax and socialise and space for evening entertainment to be enjoyed.

Spa and fitness areas will be well-equipped with state-of-the-art equipment and there will be sufficient space to enjoy the outdoor vistas and in most cases some kind of pool area. So whilst you may not have all the bells and whistles of a mega-ship, you will have plenty to occupy you and it will all be of superb standard.



On board a smaller ship, you will find that the staff-to-guest ratio is extremely high – in some cases there are even more crew members on board than passengers themselves. This all means that the service will be truly six-star; attentive, welcoming, personalised and indulgent with your needs met at all times. You can benefit from the staff not only knowing your name, but also knowing your personal preferences; which drink you prefer before dinner, how you like your suite or stateroom to be presented when you return from a shore excursion and even how you like your bath to be drawn.

Most small-ships offer a full butler service in the suites as well as 24-hour in-suite dining so you can really enjoy your cruise in the way you prefer. Many of the small-ship cruising options are fully inclusive which only serves to enhance your time on board. It will allow you to indulge in everything you desire, and more, and not have to pay any attention whatsoever to a potential bill you will have to pay on disembarkation.

The only items you will have to pay for will be the additional services such as spa or beauty treatments and purchases made in the onboard boutiques.



# What can I expect on my Small Ship Cruise?



You will find yourself having a much closer connection to the destinations on your itinerary on a small-ship cruise. The focus really is an experiential one and the course your ship will navigate has been carefully curated by true experts to ensure you can see parts of the regions visited that you always wanted to and perhaps never thought possible.

You will be presented with a broad range of excursion options for the duration of your cruise, which will enable you to feel fully immersed in the culture of the place and the activities you can enjoy.

For example, active adventurers might choose to hike through a vineyard to marvel at the views of a stunning Bordeaux valley; a sommelier-in-the-making might indulge in a tour and tasting at the winery; historians might prefer a walking tour of the local sights; while those who want to explore more of the region's scenery could head off on an e-bike into the countryside.

The ambience on board a small-ship cruise is one of the real key differences to a much larger ship. When you are travelling with so few fellow passengers, there is a much stronger sense of community and you are likely to be on board with like-minded people. This allows you to foster friendships – some which will last far longer than the cruise itself – and you will have the ability to share experiences and tips throughout the duration of the cruise.

In short, what you can expect from your small-ship cruise is a luxurious level of service, excellent facilities which will provide everything you need and more, a welcoming environment from fellow passengers and a real chance to get to the heart of some of the most beautiful places in the world.



## What type of cruise can I take on a small ship?

As we have mentioned, all of the cruises offered by Panache Cruises could be classified as 'small-ship cruises' and as such, the world is literally your oyster. There are many types of small-ship cruises you can enjoy and these include:

Elite ocean cruising

Luxury river cruising

Expedition cruising

Yacht-style cruising

Let's take a closer look at each of these in more detail.

# Elite Ocean Cruising



As a cruising option, this is one of the most luxurious ways to sail the high seas. You will find nothing on board your ship but excellent service and luxury amenities, delectable cuisine, and expertly curated shore excursions. You will also be privy to enrichment programmes and activities that will enhance your experience of the destinations on the itinerary to ensure you have a truly immersive experience.

You can expect the freshest ingredients, sourced from the local regions of the areas visited and menus will have an influence of these regions too. The exquisite food will be of Michelin-starred quality and these ships are large enough to accommodate several specialty dining restaurants which, if you are on one of the true six-star ships, you will find are all included within the price of your cruise fare. Whilst there will be a local influence to many of the options, you will also find food from around the globe, served in exceptional locations throughout the ship.



There will be slightly more entertainment options than on board some of the other, smaller ships from the different types of cruises offered and this is because these ships are the largest of the small ships on offer. You are likely to find an auditorium where the evening's show will be performed and which will also house informative lectures from experts to educate you about certain points of interest on your cruise.

There is often an onboard library with a quiet space to rest and read, as well as other bar areas and salons in which you can relax and engage with other passengers.



The spa, wellness and fitness facilities will be larger and slightly better-equipped than on some of the smaller ships so you have the ability to indulge in as much, or as little as you desire. Indulge in a massage or other well-being treatment, or perhaps employ the services of a beautician. You will also be able to work out on the state-of-the-art gym equipment or attend a class hosted by a fitness professional.

# Elite Ocean Cruising



The destinations you visit on your elite ocean cruise are crucial to your enjoyment and you will find excursions have been carefully crafted to get the most out of them. You will be offered a choice which will suit your needs; for example, you can choose been 'culture' or 'active' in some locations. This will allow you to personalise your holiday to suit your individual needs more closely.

The ships are slightly larger than some others but they are still small enough to get close to the heart of the regions you are visiting and are able to reach some of the smaller ports. The elite ocean cruise lines are constantly pushing the boundaries to ensure you get the most out of your luxury cruise and see more of the world. So you can expect to see the newest and most exciting ports on the list, as well as interesting itineraries that will cover more unusual areas to show you a different side. Extended stays, longer in ports, evening visits and even overnights all combine to ensure you can see as much of the locations as you desire.

The cruise ships within the elite ocean category range in size from carrying a few hundred passengers to as many as approximately 1,200 so it is important you decide which is right for you. Don't worry, at Panache Cruises we have first-hand experience of the elite ocean cruise ships so your Connoisseur will be well-placed to guide you to the right ship and itinerary just for you.



## Elite Ocean Cruise Lines



# Elite Ocean Cruise Lines



## Azamara

Azamara ships are akin to a floating boutique hotel and allow you to explore Europe, the Caribbean, the Middle and Far East, the Americas and even as far afield as Australia and New Zealand.

Azamara's main ethos centres around destination immersion and as a result of this, you will find yourself enjoying a truly evocative and enhanced luxury cruise where you'll learn and see more than you thought possible. Thanks to experiences such as 'AzAmazing Evenings', you will be able to enjoy once-in-a-lifetime events such as attending the opera in opulent and exciting surroundings.

Azamara ships are beautifully finished, with well-appointed suites and shared areas, all complemented by excellent cuisine and the focus on the places you are visiting. Some might call Azamara's ships 'mid-sized' as they can accommodate up to 1,200 guests so they would be on the larger side of the small-ship cruising proposition. Let Panache Cruises help you decide if this is right for you.



## Crystal Cruises



Award-winning service is offered on Crystal's exclusive range of elite ocean cruise ships and they have been making luxury personal since 1990. Over these 30 years, they have consistently provided an impeccable Crystal Experience that affords true intimacy between staff and guests that is more familiar than commercial. It includes Michelin-level food, fine wines and more, all included of course. Crystal explores the whole world on its ultra-luxury six-star ships and you can see it all when you choose their stunning itineraries.

Crystal Adventures is the shore programme which incorporates active adventure and scholarly insight and there are more than 2,000 opportunities you can take advantage of to really see the world you are sailing to. Crystal even offer an exciting 'voluntourism' experience wherein you can give something back to the local communities within the countries on your itinerary. You'll visit the iconic ports in the world in the most exotic locations and you will do it all from the comfort of one of the best ships to sail the ocean waves.

Crystal Serenity will carry no more than 980 guests with a staff to guest ratio of 1 to 1.5 and Crystal Symphony carries a maximum of 848 passengers with a staff to guest ratio of 1 to 1.7. This is small to mid-sized cruising of an exceptional quality and you will find there is more space per guest than on many other ships.

# Elite Ocean Cruise Lines



## Oceania Cruises

Whatever it is you seek to find in the world via your elite ocean cruise, you can rest assured that Oceania will help you discover it. From cosmopolitan cities, to wide stretches of beautiful beach, shopping on exclusive boulevards or discovering the wonders of the ancient world, you can have it all with Oceania. Their ships and service offer a cosy experience with a country-club ambience where the intimacy will shine throughout, and you'll have the perfect platform to create memories to last a lifetime.

With a culinary offering that is overseen by Master Chef Jacques Pépin, every time you dine will be an exquisite event and you will enjoy influences from the destinations you visit. Tours and excursions will all you to see more and reignite your wanderlust with passion.

Oceania currently operates six ships ranging from capacities of 684 to 1,250, more of the mid-sized small ships. Each will offer you an indulgent atmosphere, exceptional cuisine and the opportunity to explore the world in style.



## Regent Seven Seas Cruises

The Regent Seven Sea fleet is world-renowned for its extravagance and beauty and has received many awards to verify this. The perfectly appointed interiors are consistent throughout and you will find the suite in which you reside is a true sanctuary from which to enjoy your cruise. A cruise with Regent Seven Seas is one you will take in nothing but refined luxury that you will enjoy from start to finish. It offers you a truly unrivalled experience, one of the key benefits of which is their all-inclusive offering.

Known as the most inclusive cruise experience, when you sail with Regent you will have everything you need – and more – included within the holiday. This extends to the shore excursions you have access to; they are free and unlimited, offering you an incredible choice in the ports you visit. You will be able to enjoy experiential encounters, educational activities or even expend some serious energy on one of the more active exploits. A culinary partnership with chef Thomas Keller ensures you will always dine in style when you sail with Regent and accommodations are all-suite, most with verandas, to allow you to relax in comfort.

The fleet boasts five ships, all incredible, but which also includes some of the most luxurious ships at sea in Seven Seas Voyager and her sister ship, Seven Seas Splendor. Ship capacity ranges from 490 passengers to 750 so on none of them will make you feel daunted by the volume of other guests.

# Elite Ocean Cruise Lines



## Seabourn

Offering ships that are some of the youngest and most modern in the luxury cruise world, Seabourn allows you to explore the farthest reaches of the world in contemporary elegance. Sail to Alaska, Asia, the Americas, Africa, the Caribbean and the Mediterranean on vessels akin to a work of art. 'Seabourn Conversations' allow you to connect with experts in their fields and educate you in an engaging way and they also work in partnership with UNESCO World Heritage to take you to the impressive sites.

The offering is all-inclusive and you'll encounter 'Seabourn Moments' which are a real treat for guests. Plus, your Personal Suite Stewardess is assigned to help ensure your cruise goes perfectly. The suites are all ocean front, mostly with a veranda, and you'll have one of the most impressive space-per-guest ratios and a ratio of almost 1 to 1 of staff to guest. The ships carry a maximum of 600 passengers so you'll really feel the benefit of the small-ship cruise experience.



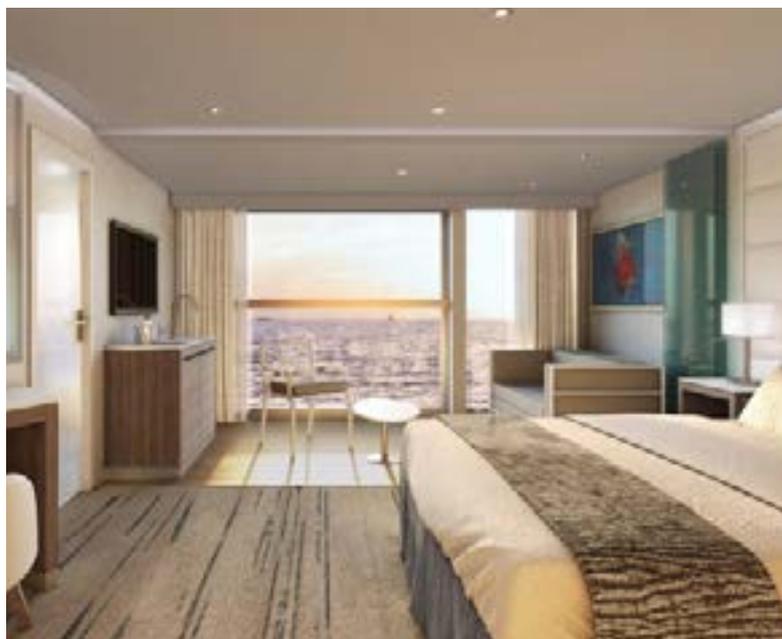
## Silversea

Intimacy prevails when you sail with Silversea and you will feel it as soon as you embark. But the size and ambience of the ships does not limit their explorative capabilities as Silversea sails to over 900 destinations on all seven continents. A staff to guest ratio of almost 1 to 1 means the service you receive will always be impeccable, personalised and highly attentive.

Silversea offers a choice of dining venues, even aboard their smallest ships, with as many as six restaurants on board the Silver Spirit and eight restaurants on board the new Silver Moon. Including a couple of speciality restaurants at a small cover charge.

Lavish surroundings ensure you always feel as though you are in true luxury and all accommodations are spacious with an ocean view. A dedicated butler in the suites will be on hand to offer those additional touches too, so that everything is catered for in an instant.

Silversea's fleet ranges for the small 50 suite vessels to those carrying as many as 600 guests so even on the larger ships, you won't feel your space is compromised at all.



# Luxury River Cruising



River cruising is a type of small-ship cruising that is a world away from life on the ocean waves. You will traverse through the heart of countries on a small, yet refined, ship that can sail right to the heart of the towns on its itinerary. A river cruise can be quite different in its approach to how guests become immersed in the culture, history, architecture and even the artisan techniques of specific regions. It is a perfect holiday opportunity for those seeking activity, gastronomic pleasure, enriching and immersive experiences that will teach them all about the world in which they are seeing. It can even involve sporting adventures if you so desire!

As you sail along the waterways of the world, from the Mediterranean to Asia and Africa, you will see some of the most incredible wonders of the world. Marvel at incredible waterfalls on the Mekong or the Great Pyramids of Giza from the Nile. Sample delicious fine wines from the Douro, pay your respects at the Normandy landing beaches, or wonder at the temples of Myanmar. You can include game drives or land programmes, and witness the history and culture on a river cruise. The opportunities truly are endless. You'll be sailing on a much smaller ship than you may be used to on the open ocean, in turn creating a warm and friendly atmosphere for you and your fellow guests to enjoy.

If you're considering small-ship cruising but haven't thought about luxury river cruising, contact Panache Cruises today and we will happily discuss this option with you.



## Luxury River Cruise Lines



# Luxury River Cruise Lines



## AmaWaterways

AmaWaterways have plenty of experience in sailing the waterways of the world which is how they were able to develop the cutting-edge and innovative AmaMagna. It is a true one-of-a-kind ship that will allow you to sail the European rivers and Asia in complete luxury – this is their best ship of the fleet.

It has more space for guests and is double the width of a standard European river ship which allows for a lot more space per guest than usual, but still maintains the small-ship cruising atmosphere. There are enhanced facilities on board with 50% of the accommodations being suites. There is also a cinema and Zen wellness studio as well as four dining venues which exceeds many other river cruise ships.

AmaWaterways is extremely well-celebrated in the river cruise world and AmaMagna has been lauded as one of the World's Greatest Places by TIME Magazine. Step on board and find out why for yourself – it carries just 196 guests so spaces are limited.



## Avalon Waterways



Attentive crew await you when you embark your Avalon ship and the service you receive throughout the duration of your trip will be personalised and indulgent. You'll be able to explore the waterways of the world in a level of comfort that will delight you, with itineraries and excursions that have been carefully crafted to showcase the ports to their finest.

The staterooms tend to have as much as 30% more space and there are open-air balconies so you can get a closer view. An inclusive experience, your cruise will include events on board that are destination-themed and when in port, you'll find the ships can get right into the centre thanks to their smaller size.

Avalon are experts in cruising the rivers of Europe and also explore the Far East and India too along the Ganges. When you sail with them, you'll have the added benefit of knowing they do so in an environmentally conscious way and you'll only be mixing with a maximum of 150 fellow passengers.

# Luxury River Cruise Lines



## Crystal River Cruises

In much the same way as their ocean cruise offering, the experience to be enjoyed will be world-class. The river ships are exquisitely designed, as you would expect, with skylights, large windows and glass walls to ensure you can see as much of the passing scenery as possible.

When sailing on a Crystal river cruise, you are safe in the knowledge that you are travelling with one of the best; they are winners of the Condé Nast Traveler Reader's Choice Award. All-balcony, all butler-service suites are your perfect haven as you explore the world and are an excellent base from which to receive an authentic insight into the places you visit.

There are extended and overnight stays in port to ensure you make the most of your destinations plus the option to enter into a Crystal Destination Discovery. The all-inclusive service is warm, welcoming and highly attentive. You'll have your every need met in an instant thanks to around 100 guests on board with a staff to guest ratio of approximately 1 to 1.5.



## Emerald Waterways

Step onto one of Emerald's Star-Ships and you'll be transported to another world. Experts in the river cruise world, Emerald have a clear focus on EmeraldVALUE to ensure that you receive fantastic value for money and enjoy your river cruise from start to finish.

Not only will your carefully curated menus be simply delicious, there will be local specialties served throughout. Selected drinks are included with meals too. Whilst sailing around the world, including Europe and Asia, you'll be able to take part in EmeraldPLUS and EmeraldACTIVE experiences so you can see locations in your own way. The itineraries and excursions have been put together by experts in order to show the very best of the regions and allow you to get to the heart of them.

On your home away from home, you won't find masses of other travellers, but instead you'll be on ships of varying capacity from below 100 to 180. This is the perfect size to foster a welcoming atmosphere.



# Luxury River Cruise Lines



## Riviera Travel

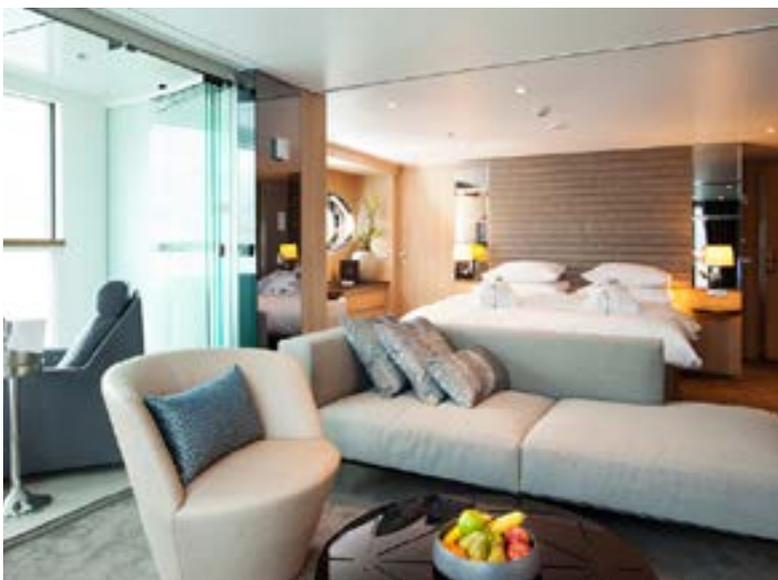
Riviera Travel have been delivering unique luxury experiences for over 30 years. From the Danube to the Douro and all that's in between, Riviera's 5-star luxury cruises take you on the ultimate break away from the stresses of everyday life.

Glide along the rivers of Europe and take in the classic sights; marvel at the Parliament of Budapest, admire the architecture of Austria's concert halls, wonder at the cliff-top chateaux in France, and explore traditional German Christmas markets.

Take advantage of a plethora of shore excursions among the quaint towns, valleys and vineyards, before enjoying a sumptuous range of dining options, impeccable wines, and indulgent spa and wellness facilities on board your Riviera ship, without having to fight for space.



## Scenic



Extreme luxury awaits you on a Scenic ship. This will be a truly all-inclusive cruise delivered on board a ship with excellent facilities and beautiful appointments. Scenic operates a fleet of Space-Ships which are better equipped than many others on the water and with everything included, you won't need to spend a penny whilst on your cruise.

All you will need to consider is which excursion you'll take in the ports on your itinerary. There will be many to choose from in order that you can create the type of cruise holiday you want, which will suit your tastes entirely. There will be Scenic Freechoice and Scenic Enrich experiences in every port. As many as five dining options await you, and you'll find local influences brought in throughout your journey.

Your beverages are all included so choose from fine wines and premium spirits. You'll find suites that are well-appointed and with butler-service too so you really will have your every need met. Scenic ships range in size from capacities of less than 100 to those around 150 to ensure the size remain intimate.

# Luxury River Cruise Lines



## Uniworld

Uniworld offer a slightly different atmosphere on their cruise ships as each one is uniquely designed and appointed, akin to the finest boutique hotels in the world. You'll feel the difference as soon as you step on board, having the sense you are cruising within a luxury work of art! The décor is influenced by the destinations the ship will be visiting and this is one element that sets the ships apart and brings you even closer to your itinerary.

This is further compounded by the enticing range of ports and well thought-out excursions you will find as part of your Uniworld cruise. Whilst on the ship itself, you will see that Uniworld puts service at the heart of its experience to ensure you have the best of everything.

Butlers are trained in the same place as those at Buckingham Palace and are the consummate professional at all times. No detail is ever too small and no request too large to for the team so you will have the ultimate in luxury experience. The largest ship will carry in the region of 160 passengers with some of the even smaller ones carrying fewer, around 120.



# Expedition Cruising



Any type of cruise is an adventure but when you enter the world of expeditions, a whole new world opens up. A world of intrigue and mystery, one filled with natural habitats, stunning landscapes and wonders you never thought you would be able to tick off your bucket list. An expedition cruise is the opportunity to get up close and personal with our environment and learn about the cultures that inhabit the most remote places and the indigenous species that rule the land and seas.

An expedition cruise is one of education and information and this simply wouldn't be possible if you were to attempt it on a larger ship. Smaller ships have access to smaller ports and less touristic areas, and expedition ships carry Zodiacs in order to take small groups out onto the water and land in areas which might be otherwise inaccessible.

The expert Expedition Team spend time giving lectures or holding discussions and presentations to teach guests about the destinations to which they are headed. The facilities on board often include innovative additions such as discovery or science centres which passengers can visit at their leisure for further educational opportunities.

Immersive expedition cruises do not compromise on cruise style; these adventure vessels are simply exquisite in every aspect. You won't find anything but excellent service and a fine finish on any expedition ship offered by Panache Cruises.

## Expedition Cruise Lines



# Expedition Cruise Lines



## Aurora Expeditions

Operating for almost 30 years, Aurora Expeditions are pioneers of this type of cruising, having first launched their cruises to Antarctica. Today, you can take an exciting expedition to the Arctic circle or the Antarctic on a small-ship cruise that has the ability to really explore the heart of these beautiful places.

Founded by those with a passion for adventure, their mission is not only to showcase these destinations, but also to create ambassadors who will share the word of protecting them. This is more easily achieved on smaller ships with group expeditions and responsible travel at the centre of what they do.

Operating just two ships, the design is clever to ensure minimal impact is made on the environment around them so you can have a clear conscience when you get explore. You'll mingle with specialists and enjoy some luxuries on board plus have the opportunity to take part in all manner of activities. The ships will take just 132 passengers to ensure the very best trip can be had by all.



## Celebrity Cruises



Celebrity Cruises are famous for their large and stylish ocean-faring fleet but their expeditions are somewhat less known. They have two ships in the expedition fleet which will take you to the natural phenomenon of the Galapagos Islands so you can behold their beauty and walk in Darwin's footsteps.

Both ships are more intimate than those others in Celebrity's fleet which makes them the perfect size for navigating this island paradise, but there is no compromise to be had on the level of luxury found therein. You'll enjoy an inclusive experience, giving you peace of mind, and you will recline in all-suite accommodation.

The most important factor about these small ships is that they are specially designed to suit the region including dynamic positioning systems which mean no sea flora will be damaged with a traditional anchor.

You will have a truly educational adventure with lectures, activities and more and you'll have the chance to choose from six different itineraries covering 30 ports. The ships carry 48 passengers or up to 100 passengers as a maximum so this is true small-ship cruising at its finest.

# Expedition Cruise Lines



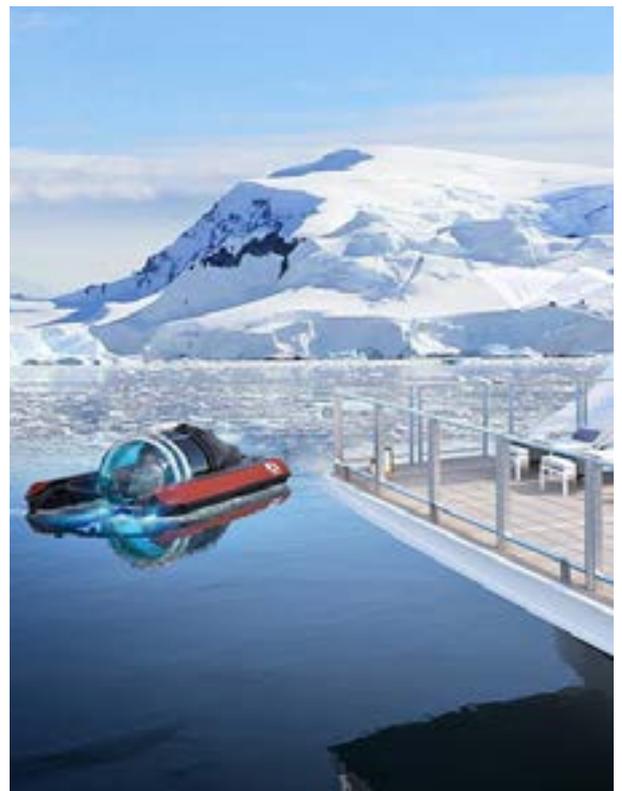
## Crystal Cruises

For almost 30 years, Crystal Cruises has been recognised as the most-awarded luxury cruise line in the world. The innovation of its first expedition ship, the Crystal Endeavour, takes cruising to a whole new realm of exploration and discovery.

Offering intrepid adventure and fascinating insight into far-flung destinations and cultures, the Endeavour is able to reach some of the world's most remote and untouched locations. With a capacity of just 200 guests and the same number of staff on board, Crystal puts its guests first and aims to curate a personal, intimate, and sophisticated voyage.

Take part in small group excursions led by top experts, such as a thrilling exploration in a submersible or an exhilarating helicopter ride. After an exciting day of exploration, relax in the Solarium, indulge in a luxurious spa treatment, or sample some of Crystal's fine all-inclusive wines, before your exquisitely unrivalled, Michelin-inspired dining in one of six beautiful venues.

The beauty of the Crystal Endeavour being a small ship with few passengers is that each accommodation is a suite with a verandah, making your room light, open and spacious. Feel at home in your relaxing and comfortable suite, where attention has been paid to every fine detail; your 24-hour butler is focused on providing any additional luxuries and comforts you may require.



# Expedition Cruise Lines



## Hurtigruten

Hurtigruten has many ships in the fleet but at Panache Cruises, we offer only two of them because we think they are of the right standard to be included within our luxury portfolio. These ships are the newest in the fleet and are excellent for guests who wish to strike a balance between an indulgent cruise and exploring the remotest parts of the world.

There are many exceptional innovations on these almost identical ships to make them environmentally friendly and you will be able to see some of the most fascinating wildlife and nature on your travels. Meet Inuit communities and see UNESCO World Heritage sites whilst also taking part in plenty of activities.

The rich, Scandinavian inspired décor feels welcoming, and many suites have a balcony with some even having a private hot tub. You'll be accompanied by an expert Expedition Tea, and can learn even more in the Science Centre on board. The ships can accommodate approximately 500 guests on board.



## Ponant Expeditions

A cruise with Ponant Expeditions is a way to explore the world with a very distinctively French influence. The French way of life is observed on board and you will feel indulged every nautical mile you travel thanks to the impeccable service and indulgent surroundings.

You can travel far and wide with Ponant, including sailing to the likes of Papua New Guinea and Antarctica where you can plunge into the waters. An expedition team will be on hand to educate and guide you, and take you to hidden places that other cruises will not be able to.

As an additional bonus, Ponant have partnered with National Geographic to provide you with even better encounters in the natural world which are perfect for those who wish to get even closer to the wilderness or exotic lands. With a maximum capacity of approximately 260 guests, you will have plenty of opportunity to learn, explore and engage on a Ponant Expedition.

# Expedition Cruise Lines



## Scenic

Whilst famous for their river cruises, Scenic took the next step to enter the expedition cruise world and they have done so in extreme style with the World's First Discovery Yacht, Scenic Eclipse. The facilities on board this ship will rival any of the very best six star ships in the world, and include incredible extras that you most certainly would not expect to find.

If you want to head deep into the heart of the world's remotest places, you can do so in style and you'll meet species you have only seen in books and see landscapes that defy nature themselves. Your suite will be filled with luxurious appointments and you'll have the choice of nine dining establishments to tempt your tastebuds. There is a spa, gym and a whole host of other amenities in which you can relax when you have had a full day of exploring.

The team of experts on board will be equipped to educate you and answer all your questions and you'll have access to Zodiacs and kayaks to take you to meet the wildlife around you. And just when you thought you couldn't get any closer, you could opt to take a helicopter flight to soar with the birds or plunge beneath the depths in the on board submarine – both of these will be found on your impressive vessel. Scenic Eclipse will carry a maximum of approximately 200 guests dependent on the region you sail to.

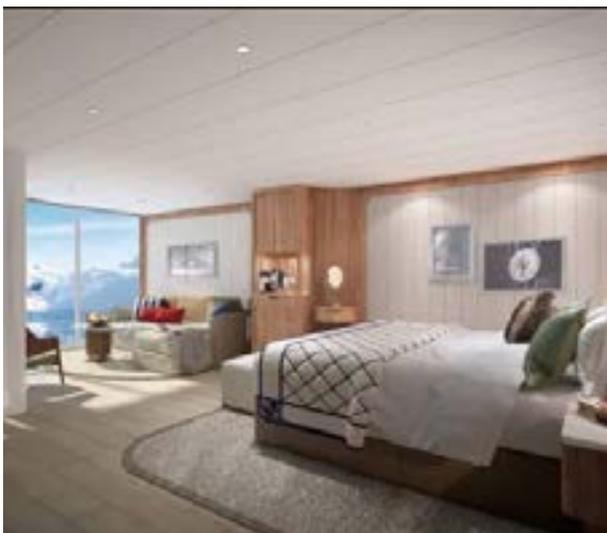


## Seabourn

Another favourite in the elite ocean cruising world, Seabourn have also forayed into expeditions with a range of itineraries that will leave you spoilt for choice. The purpose-built ship is designed precisely to suit the regions it is destined for so you couldn't be sailing in a more conscious way.

Not only that, you'll find the on board experience is exactly what you would expect from luxury experts such as Seabourn, where the service will make you feel like the most valued guest on the ship. Zodiac trips, snorkelling, scuba diving and ebikes are all available for you to explore your surroundings as you sail to the stunning locations including jungle rivers and freezing waters.

You'll learn of ancient cultures and meet the indigenous wildlife which fills the area. When you want to learn a little more, you can head to the Discovery Center on the ship where there will be lectures and all manner of edutainment and you will also be able to chat to the expedition team who can often be found here. Seabourn Venture will carry a maximum of 264 guests because the ship needs to be of a small enough size to get to those hard to reach places where the world's true beauty is found.



# Expedition Cruise Lines



## Silversea

Silversea have not one but three expedition ships, all equipped to explore the regions intrepid adventurers want to visit. This form of cruising is very different to their elite ocean proposition and you will feel the difference the moment you enquire. You can expect the same level of impeccable service and of course fine dining, drinks and the other inclusions apply.

But on a Silversea expedition, you will be offered so much more. From kayaking and snorkelling to truly immersive experiences such as sharing a banquet in Melanesia. Local communities are just waiting to meet you and tropical paradises are there to be explored.

The on board activities and atmosphere will help you to learn about your destinations and an expedition team will head all this up with all manner of enrichment activities included to benefit your expedition cruise experience.

Of course, all this would not be possible on a large ship cruise which is why expeditions are best left to small-ship cruising. The ships range in capacity from 100 to 264 so you know your voyage will be intimate as any expedition should be.



# Yacht-Style Cruising



For many, the thought of a cruise might not appeal simply because they believe it does not give them a true sense of sailing. Panache Cruises are here to show you that this is simply not the case. There is no arguing that a yacht-style cruise is an incredibly authentic way to see the world in style.

These ships tend to be the smallest of the small-ship cruising options, many of which have capacities of fewer than 100 guests. There is a different atmosphere on board a yacht-style cruise; elegant yet informal, with service that is second-to-none. In fact, on many yachts, the number of staff outweighs the number of guests!

If you are looking for extreme luxury with the ability to explore glamorous ports or even hidden and remote locations, we can highly recommend a yacht-style, small ship cruise. The yachts offered by the cruise lines below are all so well-appointed that you know in an instant you are travelling in abject luxury. You'll find fine dining on board and in most cases, a fully all-inclusive offering meaning everything you could ever want or need it there waiting for you.

The itineraries are expertly crafted with excursions perfectly placed to showcase the very best of the regions to give you the most immersive experience. If you're considering small-ship cruising for your next holiday, there are few better options with more cachet than that of a yacht-style cruise. So get in touch with your Panache Cruises Connoisseur today and find out more.

## Yacht-Style Cruise Lines



# Yacht-Style Cruise Lines



## Crystal Cruises

An expert in the elite ocean cruising world, master of the river cruise, and now, Crystal Cruises have a yacht in their fleet too – Crystal Esprit. This absolutely stunning ship is spectacular and you will be welcomed on board by a truly exceptional service.

Carrying just 62 guests, there is a crew of 90 meaning this type of small-ship cruising will provide you with an experience which can't be matched.

You'll sail to glamorous destinations, docking in ports which can't welcome larger vessels and along the way you'll sail in all-inclusive luxury.

From fine dining to premium wines and spirits, 24-hour in-suite dining to WiFi, there will be nothing but indulgence all the way. With cleverly defined itineraries, you can sometimes see more than once place in a day and by sailing on a yacht, you'll be right there in the heart of it all immediately.



## Emerald Yacht Cruises

The not-yet-launched Emerald Azzurra will be gracing the oceans in 2022 and what a ship to wait for! Famous for their river cruising, Emerald have designed a ship that will take yacht-cruising to the next level.

It will be sailing the Adriatic Coast, the Mediterranean and the Red Sea and she will take you there in style. With no more than 100 guests on board, you will have lots of space to enjoy the facilities including a marina platform and infinity pool and when it comes to dining, you will be treated to exceptional à la carte meals.

Be one of the first to experience a different type of small-ship cruising on board the brand new Emerald Azzurra.

# Yacht-Style Cruise Lines



## Ponant Yacht Cruises

Offering expedition cruising too, the yacht-style ships of Ponant will take you to excluded ports, remote beaches, lands that time forgot and majestic seas in the far reaches of the globe to take you far off the beaten track.

It's the perfect choice for those who wish to explore somewhere new and enjoy a refined French elegance throughout the ship. Your enrichment comes from the list of specialists and experts who visit the ships during your voyage to pass on a little of their knowledge to the guests.

Ponant yachts take less than 100 guests on their itineraries so you know you'll be on board with only like-minded souls to make firm friends with.



## Scenic Luxury Cruises & Tours



Another expert in a different cruise type, Scenic have expanded beyond the waterways of the world and started to sail the high seas with the World's First Discovery Yacht.

This offers both expedition and yacht-style cruising depending on the destination you pick but the service, amenities and way you feel on board the ship do not differ.

Read the section about Scenic Luxury Cruises in the 'Expedition Cruise Lines' section to find out a little more about this up-and-coming cruise opportunity.

# Yacht-Style Cruise Lines



## SeaDream Yacht Club

Sailing a yacht around the Caribbean surely features on the bucket lists of many and it is one that can be relatively easily ticked off by taking a cruise with SeaDream. On board you will find an ambience of casual elegance, exceptional service and exquisite dining, all of which you can enjoy on your amazing itinerary.

SeaDream arguably know the Caribbean better than anyone and as such you will be taken to places which don't feature on many itineraries. They also explore the Mediterranean in great detail so you can pick the region which suits you. The ships take a small number of guests – a maximum of 112 at a time – and added to the fact there are 95 crew members on board, you know the service will be excellent.

Staterooms on board are all ocean view so you can see the world sail by and there are plenty of other facilities for you to enjoy too. We won't blame you, however, if you'd rather spend your time reclining with a cocktail on the sun deck!



## Tradewind Voyages



Fairly new to the luxury cruise industry, Tradewind has leapt into the market and wowed cruisers with enthusiasm, style, and attention to detail. Tradewind's philosophy is that the ship should be designed as a wellbeing destination in itself; the ultimate vessel for a journey towards relaxation and luxury.

Operating the world's largest square-rigged sailing vessel, the Golden Horizon, Tradewind have perfectly combined traditional sailing with luxury yachting, and guests are undoubtedly in for an adventure like no other.

Onboard entertainment, cuisine, and shore excursions encourage guests to immerse themselves in the local culture and truly engage with the itinerary.

# Yacht-Style Cruise Lines



## Windstar Cruises

Windstar Cruises is a small ship cruise line operating a small fleet of boutique-style all-sailing yachts and travelling around Europe, North and Central America, and the South Pacific. A multi-award winning cruise line, Windstar is famous for its destination authenticity, outstanding service, and inventive culinary programme.

Windstar's small yachts and personalized approach to cruising brings guests closer to each destination than ever before, creating intimate moments and allowing full immersion into the world's most unique and exotic cultures. With fewer than 350 guests onboard each vessel, a voyage with Windstar will feel like you are on your own private yacht.

The approach to shore excursions is exceptional, with three categories to choose from; the essentials collection is ideal for first-time cruisers and must-see sights; the concierge collection includes smaller groups for hands-on cultural and culinary themed activities; and finally the beyond ordinary collection features just that, extraordinary once-in-a-lifetime experiences for the most enthusiastic travellers.



# Small Ship Cruising Destinations



As you have seen, there are so many options for small-ship cruising and this means that there are no destinations you cannot visit on yours. You can explore literally all seven of the continents in great detail and have a multitude of different experiences. A summary of the key cruise destinations is below:

## Northern Europe

From elite ocean to yacht-style cruising, small ships sail all over Northern Europe and take in a vast array of history, culture, cuisine, and climate. If you're looking for a tour of delightful Christmas Markets in Germany, some sun in Spain, to indulge in food and wine in France, or even hoping to catch the Northern Lights in Norway or the Baltics, there are so many small ship cruise opportunities in Northern Europe.



## Rivers of Europe

This is perhaps the most popular of all our river cruises thanks to how many rivers are found in Europe and their proximity to cruisers from the UK. There are quite literally thousands of luxury river cruise itineraries to choose from, all to be enjoyed on small ships with a limited number of passengers.

## The Mediterranean

The sparkling, beautiful and often glamorous place is filled with the sort of ports which lend themselves perfectly to both elite ocean cruising and also yacht-style cruising. The smallest of these ships will be able to access the very remote ports, getting right to the heart of the region.



# Small Ship Cruising Destinations



## The Middle East

An Arabian adventure awaits you in this majestic and opulent part of the world and there are few better ways than with a small ship cruise. You will be able to see the riches of kingdoms and the wealth of oil-laden countries as well as explore ancient cultures and historic monuments. An elite ocean cruise will be highly informative in this region and a yacht-style cruise will allow you to arrive in high style.



## Africa & the Indian Ocean

Elite ocean cruises will sail you around the tip of Africa, exploring South Africa in depth and other ports along the way. You can also sail across the crystal-clear waters of the Indian Ocean to see the tropical islands paradises which await you there. If you'd rather explore the Indian Ocean more deeply, there are yacht-style cruises as well as certain expeditions which will take you all around this area.

## Rivers of Africa

Another way to see parts of Africa is via a luxury river cruise, where you will cut right through the heart of the continent. Gaze at the jaw-dropping sight of the Sphinx along the Nile, or look out for the Big Five and Victoria Falls on the Chobe or the Zambezi Rivers.



## Asia

A vast continent in terms of size but also in terms of opportunity, you can see this in a variety of ways. The countries are as diverse as anywhere else on earth and the exploration you can do here is virtually endless. Elite ocean cruises have a huge range of itinerary choices which will enable you to see the parts you want to explore and expeditions are designed to introduce you to the exotic lands and cultures you will find there.

# Small Ship Cruising Destinations



## Rivers of Asia

If you'd like to see a different side to Asia, and different countries, you can opt to take a luxury river cruise which will cut through countries such as Myanmar and Cambodia. You'll see religious monuments and temples as well as uncover the secrets of the past.



## Australia & New Zealand

For the most part, the type of cruise you will find here will be elite ocean cruises, sailing you around the continent in extreme luxury. However, there are expedition options too. The expedition opportunities will allow you see parts of the lands you would never normally see meaning your small ship cruise here will leave lasting memories. You'll be amazed at how much wildlife there is here too.

## The Pacific

Yacht-style cruising is popular here because the region lends itself well to that sort of ship thanks to the island-gems which sparkle across the seas. It can be somewhat of an adventure as your hop from place to place seeing more beauty with each one you visit. Elite ocean cruising is also a possibility here as these smaller ships can still access the island locations. An expedition cruise will allow you to really understand the myths and legends which swirl around this area too, as well as get up close and personal with the local species.



# Small Ship Cruising Destinations



## The Americas

North, Central or South, you can take a number of small ship cruises to these areas and will have different experiences with them all. Head to Alaska on an elite ocean cruise and see bears fishing for salmon. Take a yacht-style cruise to soak up the sheer magnitude and diversity of South America or take an expedition cruise around Central America and perhaps even transit the Suez Canal. Sail up the East Coast of the USA as far north as Canada on an elite ocean cruise too. It is important also not to overlook that absolutely incredible Galapagos Islands which are famous for the biodiversity which is found there. Darwin's laboratory is most easily explored via an expedition cruise or on one of the elite ocean cruises that heads there.



## The Transatlantic

There are few things more iconic than a transatlantic cruise but today's elite ocean and yacht world means that there are multiple options available and they aren't necessarily the same Southampton to New York trips you are familiar with. How about Miami to the Med? Or South America to the Med, via the Azores? There are plenty of ways to traverse this huge expanse of water.

## The Caribbean

Perfect for yacht-style cruising, the Caribbean is a sailor's paradise. But it doesn't stop at yachting either as this destination is also ideal for an elite ocean cruise too. There are plenty of well-known parts to visit but all cruise lines endeavour to continually push the boundaries and add new and exciting ports to the list. That way, you can visit the region many times and see different parts in different ways. And all of it is beautiful!



# Small Ship Cruising Destinations

## Repositioning

At certain points in the year, there is a need for ships to move from one seasonal location to another. For example, cruise ships will spend the summer in the Mediterranean and the winter in the Caribbean and as such, need to sail to the new locations. These cruises are available for passengers to travel on and can offer slightly unusual itineraries going to diverse places. Yachts and elite ocean cruises are the most likely to offer this type of small-ship cruising.



## Grand Voyages & World Cruises

A world cruise is another of those bucket list adventures that often remains unticked. But if your rationale for not sailing into the sunset was that you weren't attracted to the idea of sailing on a larger ship, then you can take a world cruise on a much smaller ship instead! Elite ocean cruise ships offer world cruises, plus a range of world cruise sectors which will give you a taste of what you could expect on a full world cruise. A grand voyage is also an exciting way of seeing more ports, more countries and even more continents via small-ship cruising so you won't have to feel put off by the thought of hordes of travellers.

## Polar Regions

These are not regions that usually spring to mind when you consider a luxury cruise but small-ship cruising is perfect in these areas. The whole point of sailing here is to get up close to the natural surroundings to learn about the indigenous wildlife and local cultures at what feels like the ends of the world. An expedition will take you to these far-flung places and some elite ocean cruises will also cover parts in slightly less detail too. To explore these areas properly, it really needs to be with small-ship cruising.





## Will I feel confined on a smaller ship?

Whilst these ships are indeed smaller than the mega ships of the mainstream cruise lines, it is worth remembering that they are still sizeable vessels, even the smaller ones carrying fewer than 100 passengers. The nature of this type of luxurious small-ship cruising also means that there is an excellent guest to space ration meaning you will not feel claustrophobic in any parts. Furthermore, with fewer people on board, the ship will never feel crowded.

## Is small ship cruising expensive?

Any type of cruising can seem expensive, or indeed there can be budget options available. The type of small-ship cruising we offer at Panache Cruises is indeed a luxury proposition and the prices reflect this. However, they also reflect the number of inclusions you receive, the exceptional service and the fact that you will be travelling on the best ships in the world to the most fantastic destinations with the opportunity to really experience the places you visit.

## Can I go small-ship cruising as a single person?

Yes, we would highly recommend small-ship cruising for solo travellers. Whilst there may not be a huge number of events geared specifically to your demographic, that won't matter as much because fundamentally you will be on board with like-minded fellow travellers. Further to that, the fact that there are fewer guests on board means there is more of a community where you are likely to make good friends with other passengers, so if you prefer not to sit alone, the chances are you won't have to!

## What kind of cruise can I take on a small ship?

If you read above, you will find that the main options are quite comprehensive and cover; elite ocean cruising, luxury river cruising, expedition cruising and yacht-style cruising. All of the cruises offered by Panache Cruises could be categorised within small-ship cruising so speak to us as the experts.

## Where can I travel on a small ship cruise?

Again, if you read above, you will find that the world is on offer when it comes to small-ship cruising. As there are so many options available, you are able to travel wherever you want to in one way or another.





## What level of service can I expect on my small-ship cruise?

That depends on the cruise line and the type of cruise you opt for but at Panache Cruises, we only work with luxury partners in order that we can ensure our guests receive the standard of care they would expect.

## Will my stateroom be tiny on my small-ship cruise?

At Panache Cruises, we only work with the cruise lines who offer the very best cruises in the industry and as such, you will not find a poor-quality offering. Of course, on some of the very small yachts, some of the suites cannot possibly be as large as on the bigger elite ocean ships but they are carefully designed to maximise the space and offer plenty of room to ensure an indulgent holiday.



## What facilities can I expect on board my small ship?

This will of course depend not only on quite how small the ship is, but also on the cruise line and the type of cruise you are heading on. The majority of the small ships featured by Panache Cruises, however, tend to have facilities which include spa and wellness, fitness, several dining venues, entertainment areas, libraries/other spaces in which to engage and learn. Some of the ships even include submarines and helicopters but don't expect these on all ships!



## How should I book my small ship cruise?

At Panache Cruises, we are the experts in all things luxury cruising and will work hard to understand your personal preferences and exactly what it is you desire in a holiday. We know more about all of the types of cruising and the cruise lines we have mentioned here so you know that when we make a recommendation it is well-informed. It should also mean you get the right small-ship cruise for you! We also have access to the best pricing and offers and will fully curate your holiday to ensure it is to your exact requirements. Booking through a reputable travel agent is always recommended as it means your money and/or your trip are protected too – something which has been important in recent times.

# Top Tips



Panache Cruises are not only the experts in all things cruising but in small-ship cruising too. So in order to make sure you enjoy your luxury cruise holiday to the fullest, take a look at some of our words of wisdom and you should have nothing but an enjoyable small-ship cruise:

## Set your own expectations

If you have been on larger cruise ships in the past, are used to huge hotels or have never cruised before, it is important to fully appreciate what you are going to appreciate in order that you can enjoy it. If, for example, there are sea days within your itinerary, then you need to have the mindset that you will enjoy that time to watch the scenery pass you by or make use of the ships' facilities. You will see many of the same faces about the ship too but this can be a good thing, especially when it comes to the bartender remembering your favourite drink!



## Explore and use the facilities

Many of these ships have some impressive kit on board and the fact that the ships are smaller should mean you get your bearings rather quickly. When you have a little free time, don't put off heading into the hot tub, or getting a spa treatment as if you don't get the opportunity again, you might regret it!

## Push your boundaries

We don't mean to the point where you won't enjoy your cruise but if you have a secret desire to try a certain activity but have never taken the plunge and it is offered, go for it! The chances are you will enjoy it a bit and might even love it! Plus, you will feel exhilarated that you tried something out of character.



# Top Tips



## Make use of the excursions

This doesn't just mean going on as many as possible, but really picking which ones will suit you. Again, it could be an opportunity to push yourself out of your comfort zone or simply just learn a few different things. If you're an avid historian for example, you might be tempted to only choose excursions of that nature. But you could get a whole different enjoyment out of a culinary adventure instead and it's likely there would be some history included in that anyway!

## Make sure your holiday suits YOU

Yes, this covers the excursions you choose but it can go much deeper than this. Ensure you eat in the restaurants you fancy (we can help you book them in advance if required!), make sure you try all the activities you want to and head off to see the sights you will enjoy. But beyond that, you can also have the rest of your cruise holiday tailored to suit you. At Panache Cruises we will ensure every bit of your small ship cruise is exactly as you want it. We'll sort your flights in the right class, we'll ensure you have the appropriate transport to the airport, we'll select your suite grade and do all the necessary check ins. We can even arrange stays before and after your cruise so you get more out of the destinations you are visiting and if you want something special whilst you are on your cruise (a once-in-a-lifetime experience, for example), we can arrange that too. Just let us ensure you have everything you need for the perfect small ship cruise.



# Join Our Chairman's Club



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

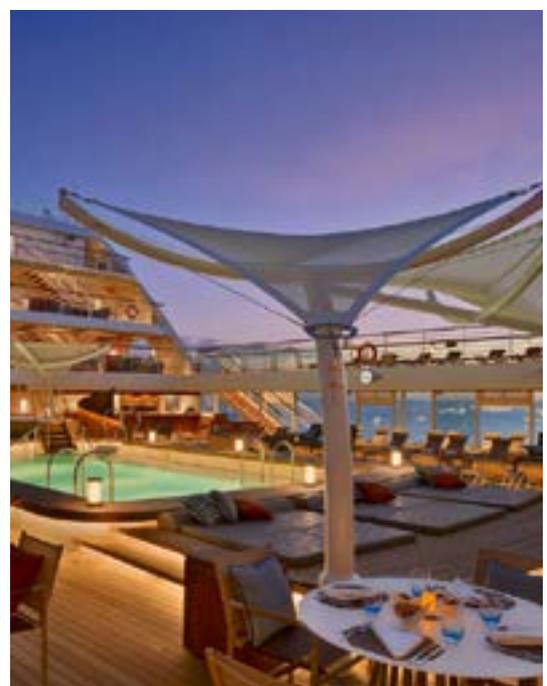
Go to [PanacheCruises.com/the-chairmans-club](https://PanacheCruises.com/the-chairmans-club) to fill in a short application form and join our Chairman's Club today.

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



## 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.

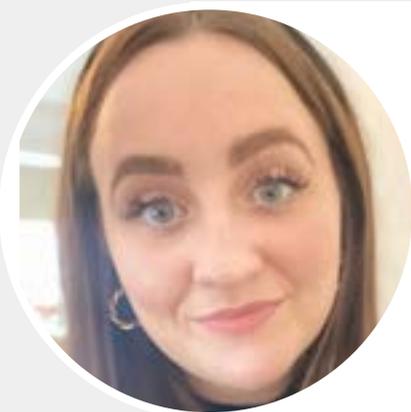
# Meet Our Cruise Connoisseurs



## 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.

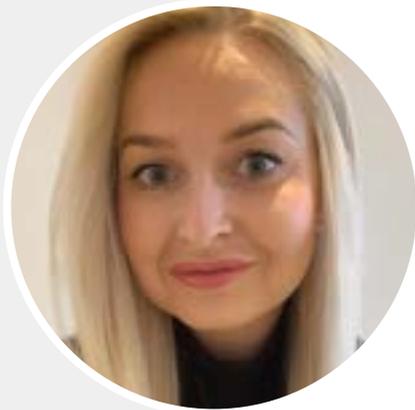


## Kat Gelder

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!

# Meet Our Cruise Connoisseurs



## 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!



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