



SEASONED AUTHENTICITY SEEKERS.



A CLOSE LOOK INTO OUR TARGET AUDIENCE

Being a Seasoned Authenticity Seeker isn't about demographics or affinity for cruising – it's about attitude. Our target audience is comprised of culturally curious, experience-craving pioneers who prioritize travel in their lives and find meaningful value in discovering new people and places. They are active, middle-aged retirees with an explorer mindset who travel the world to learn about other cultures and gain new perspectives. They are generous and unpretentious individuals who prefer to travel with fellow adventurous spirits, regarding their travel experiences as integral parts of their identity.

WHO ARE THEY?

55+ 83% ARE AGE 55+



66% ARE MARRIED



80%+ BOOK WITH TRAVEL AGENTS



35%+ ARE REPEAT CRUISERS



MAJORITY RETIRED OR CLOSE TO RETIREMENT



AVERAGE BOOKING WINDOW 9.5 MONTHS IN ADVANCE

WHAT ARE THEIR TRAITS?

- ★ They enjoy longer itineraries that inspire new cultural, exotic experiences and itineraries
- ★ They seek an escape from their daily routine to rejuvenate their minds and bodies
- ★ They are seen as worldly, knowledgeable, and crave new experiences, frequently inspiring friends and family
- ★ They are engaged in social media to share their experiences with friends and family
- ★ They are inspired by the authenticity of local cultures

Change The Way You Sea

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WHAT MAKES AZAMARA CRUISES DIFFERENT?

SMALLER SHIPS. LONGER STAYS. UNIQUE EXPERIENCES.

We're a global premium small-ship cruise line that believes in giving your client the time and flexibility to do more, see more, and experience more at each destination.



DISTINCTIVE GLOBAL JOURNEYS: Our destination-focused approach caters to those hungry for cultural exploration. From Country-Intensive voyages to holiday cruises, PerryGolf packages and Grand Voyages, we offer a diverse range of options to suit every interest and preference. With our Country-Intensive itineraries, guests can unpack once and delve into multiple captivating destinations within a single country, eliminating the hassles of transportation and dining costs associated with traditional land vacations.



RELAXED, NOT RUSHED: With over 850 Extended Destination Days (10+ hours in port) including late nights and 380+ overnights, we provide ample time for guests to immerse themselves in each destination at their own pace. Our flexible schedules allow for unhurried exploration, whether guests want to savor local happy hours or embark on day trips to nearby towns.



PRACTICALLY EVERYTHING INCLUDED: Say goodbye to hidden costs. Our inclusive cruises feature FREE alcohol all day, every day, along with complimentary AzAmazing Celebrations on select sailings, paid gratuities, self-service laundry, and anytime dining at 6 venues, including room service.



SMALLER SHIPS, MORE EXPLORATION:

With our fleet of four smaller, elegantly appointed ships accommodating a maximum of 700 passengers each, guests enjoy a more intimate and personalized experience without the hassle of waiting in lines or rushing for tables. Being small allows us to dock in the heart of a city, unlike larger cruise ships that struggle to access more than half of the ports we visit. This allows us to ensure your clients more time in port, so they can create more memories at their own pace.



EXCEPTIONAL CREW EXPERIENCE: Our crew goes above and beyond to create a welcoming and familiar atmosphere onboard. From the friendly faces to the approachable Captain who may even share a morning coffee at Mosaic with guests. Our guests can expect a laid-back small ship experience where the crew feels like one big, happy family!