

WINTER 2013

THE

World Club

CUNARD 

CUNARDER

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EXCITING NEW WEBSITE

THE MAGICAL MEDITERRANEAN –
KEITH HAMILTON TAKES YOU THERE

ENJOY UP TO **\$1,000***
OFF AIR PER COUPLE ON EUROPE VOYAGES

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for Cunard World Club Members!*

*See inside for restrictions.



EXCLUSIVELY FOR CUNARD WORLD CLUB MEMBERS

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Welcome

Even in difficult times a Cunard luxury vacation can be easily affordable. At a time when the costs of everyday life continue to rise, the chance to escape for a week or two can actually be a better value in 2013, due to some wonderful savings we are currently offering – see page 18 for details.

If you are looking ahead, there's plenty to choose from and I hope this edition of The Cunarder will inspire you! Confirmed speakers for 2013 include Bill Bryson, Lord Digby Jones and Lord Winston. Our September westbound Transatlantic Crossing with the National Symphony Orchestra looks set to be a real treat for classical music lovers.

And as if you needed more reasons to join us, I'm thrilled to tell you about the latest additions to our trophy cabinet. At Cunard, we're known for our classic, traditional voyages and White Star Service. But take it from me that we never rest on our laurels; we're always striving to be better than ever, and that's why it's always so wonderful to be recognised.

Most recently, we've won:

- **British Travel Awards 2012** – Best Luxury Cruise Line
- **Porthole Cruise Magazine, Readers' Choice Awards 2012** – Best World Cruise, Best On Board Education Programme, Best Transatlantic Itineraries
- **Cruise International Awards 2012** – Best Food (the Verandah, QUEEN ELIZABETH)
- **Travel Weekly** – Best Luxury Cruise Ship, QUEEN MARY 2

I'd really like to thank you personally for continuing to make Cunard the success it still is.

Lastly – because we like to keep things interesting – we've created a new website which is designed to enhance the whole Cunard experience and help you plan your vacation. Turn to page 14 for details. Then, snap up those special fares and use the new site to plan your next voyage. We can't wait to have you back on board.

For now, enjoy the magazine.

Peter Shanks
President and Managing Director

CUNARD IS PROUD TO HAVE RECEIVED THESE PRESTIGIOUS AWARDS



Whatever you're looking for in a vacation, you'll find it here.

With six unique cruise lines and thousands of destinations and activities to choose from, World's Leading Cruise Lines inspires you to discover your best vacation experience.

Enjoy the fun spirit of a Carnival cruise vacation. Escape completely with Princess Cruises. Discover the grand ocean liner legacy of Cunard. Experience the 5-star sophistication of Holland America Line. Savor the warm hospitality and the international ambience of Costa. Or enjoy the intimate small-ship luxury of Seabourn.



worldsleadingcruiselines.com

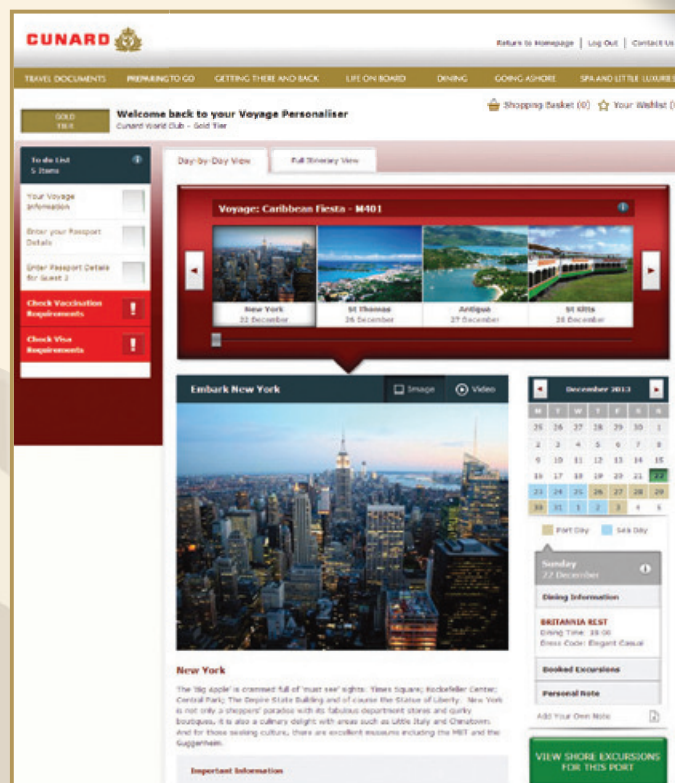
NOW
LIVE!

VOYAGE PERSONALISER

We'd like to introduce the Voyage Personaliser, a brand new online tool designed to help you prepare for every aspect of your upcoming vacation. You can access it by heading to **www.cunard.com**, clicking on "Voyage Personaliser" and entering your booking reference.

Once you've logged in, you'll find all the details of your voyage and everything you need in order to start planning. So, you can check and print your travel documents, write a to-do list, look at our menus and book your shore excursions.

We'll use the Voyage Personaliser to keep in touch, by sending regular e-mails to guide you through your own Cunard experience. We hope it helps towards an even smoother sailing.



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THE CUNARD

Travel Documents

Not only can you view or print your travel documents, add passport details and download E-Tickets and Luggage Labels, you can also create your own personalised E-Brochure to view at your leisure.

Preparing to Go

Use your "To Do List" to take you through important information in preparation for your vacation such as passport, visa and vaccination requirements and to find out what rewards you will receive for your Cunard World Club level.

Getting There and Back

Let us help you build your whole vacation by providing easy-to-access information on hotels, parking and car rental, making sure your vacation runs smoothly from the moment you leave home.

Life On Board

Find out what life will be like on board with this online guide to the ship's facilities, entertainment and accommodations. You can even change certain aspects of how your stateroom is arranged.

Dining

Why don't you try something different? You can use your Voyage Personaliser to start planning where to eat whilst on board by viewing information on restaurants that are available. You can also manage your personal dining choices and find information on what to wear and whether there are theme nights on your voyage.

Going Ashore

From leisurely sightseeing tours to adventurous "once in a lifetime" experiences, these organised excursions are very popular. To avoid disappointment, pre-book online before you travel.

Spa and Little Luxuries

Why not get your vacation off to a relaxing start by indulging in a pre-booked spa treatment or perhaps treat someone special. Choose from our extensive lists of spa treatments and little luxuries.

Shopping Basket

Make your journey as personal as possible by adding your chosen shore excursions to your shopping basket. All of these can be reserved in one simple transaction.

CUNARD TIMES

CUNARD 

December 1974

THE GREATEST SPEAKERS AT SEA



QUEEN ELIZABETH 2 in New York



Meryl Streep



Nelson Mandela

Over the years Cunard's award-winning speakers' programme has featured eminent names and subjects as diverse as gardening and astronomy. Q&A sessions have featured Nelson Mandela, the Earl of Lichfield, John Cleese, David Frost and President Jimmy Carter, plus many more, too numerous to mention!

Captains of Concorde have talked about the marvels of supersonic flight, while Captains of Industry have offered tips on how to make your first million.

Even before the Festival of Life Programme, Cunarders provided the backdrop to some of the greatest quotes. When disembarking QUEEN MARY, Noel Coward was asked by one of the throng of paparazzi that would gather in Southampton or New York whenever one of the Cunard QUEENS was in port: "Have you anything to say to the Sun?" Coward replied, "Shine."

Cunard ships have also played host to great speakers making great speeches.

Cunard was the first company to introduce speakers as part of the entertainment programme on board its ships nearly 40 years ago when, in 1974, Meryl Streep, Lynn Redgrave, Rex Reed and others would sail across the Atlantic on QE2. Known as the "Festival of Life," this speakers' programme soon became an established part of the QE2 experience and the concept was transferred to Cunard Countess and Cunard Princess before being copied – but never beaten – by every other cruise company.

Perhaps the most famous of all was Winston Churchill who, during an impromptu speech while on the Bridge of QUEEN ELIZABETH to Canadian troops making the journey home after the war, said: "Yesterday I was on the bridge, watching the mountainous waves, and this ship — which is no pup — cutting through them and mocking their anger. I asked myself, why is it that the ship beats the waves, when they are so many and the ship is one? The reason is that the ship has a purpose, and the waves have none. They just flop around, innumerable, tireless, but ineffective. The ship with the purpose takes us where we want to go. Let us therefore have purpose, both in our national and Imperial policy, and in our private lives. Thus the future will be fruitful for each and for all, and the reward of the warriors will not be unworthy of the deeds they have done."



Winston Churchill

"The reason is that the ship has a purpose, and the waves have none." — Winston Churchill

Michael Gallagher, PR Manager and Cunard Historian

CAPTURING A LASTING MEMORY

For the voyage of a lifetime, you need a lasting memory to match. We've got just the thing, designed by intrepid artist **Philip Gray**.

Philip Gray is a man after Cunard's own heart; he's as much an explorer as he is an artist. In the past, he has attached his easel to the top of Mount Everest, sketched with pastels on an Icelandic glacier and set up a studio on the bow of a sunken ship. Cunard presented him with a less perilous task: to produce a unique Cunard collectible print depicting the World Voyage. The original painting will be unveiled on board each ship in January 2013, and you'll have the opportunity to reserve a signed copy through the team at Clarendon Fine Art. Excitingly, the artist will also join us on board all three ships during 2013, dates to be announced.



You'll be able to reserve your copy of the painting before you travel by calling +441543 412744 or emailing memories@clarendonfineart.com.

Plus, those who reserve will receive a book and DVD providing a behind-the-scenes look at the inspiration for the artwork.



MAGIC OF THE MEDITERRANEAN

This is the first in a new regular feature where we will have guest writers introduce their favourite destinations. In this edition Keith Hamilton, writer for the Southern Daily Echo in the UK, shares his fondest memories from his vacations to the Mediterranean and across the Atlantic aboard *QUEEN MARY 2*.

The Mediterranean: the cradle of civilisation and the Renaissance, where culture and natural beauty exist side by side, and the destination for some of Cunard's most popular voyages. This is Europe at its most fascinating and varied; take a magical step into a Canaletto painting to experience the wonders of Venice, sip an espresso at a chic Parisian pavement café on the Champs Elysees in France, or marvel at the architectural brilliance of Gaudi's Barcelona.

Walk into history along the cart-wheel rutted roads of the once buried city of Pompeii, listen to the intense emotions of traditional Fado music in Lisbon, and watch as Stromboli, the active volcanic island off Sicily, sends smoke and flames high into the air.

All of these, and many more unique experiences beside, await guests on board Cunard's three great liners, *QUEEN MARY 2*, *QUEEN VICTORIA* and *QUEEN ELIZABETH*, as they criss-cross the Mediterranean visiting ports-of-call which are windows on the past, celebrations of the very essence of differing countries, as well as fun capitals offering the very best of entertainment for all the family.

Cunard ships visit the Mediterranean which is an incredible mosaic of sights, sounds, aromas, and tastes all combined together in one unforgettable voyage.

From the glamour of the Cote d'Azur, the breezy sea-front promenades of the Atlantic coast, the riches of cities such as Paris and Marseilles, to lush vineyards and quaint fishing villages, their harbours lined with bistros and bars, France is always a favourite with Cunard guests.

The next door country of Spain is also a land of contrasts where Cunard excursions take in fiery fiestas and flamenco, the elegant equestrian discipline of the Royal Riding School in Jerez, and the vacation resorts, such as Alicante, and beaches of the Costas and Balearic Islands washed by the warm Mediterranean sea.

Much of the Spanish culture is centred around its religious beliefs such as the extravagances of Santiago de Compostela, a UNESCO World Heritage Site, in the north, the stunning grandeur of Seville Cathedral in Andalusia and the ornate, mysterious but unfinished church of La Sagrada Familia by Antoni Gaudi in Barcelona, the capital of Catalonia.

Spain figures on many of Cunard's Mediterranean itineraries, as does its near neighbour Portugal with its love of art, music,





drama and traditional dancing. A stop at the capital, Lisbon is one of the high-spots of any Cunard voyage as the ship approaches the city along the Tagus River to dock in the shadow of a dramatic suspension bridge. Lisbon is one of the oldest cities in the world pre-dating other European capitals such as London, Paris and Rome by hundreds of years.

Nothing can prepare the first-time visitor to Italy, as it is a country which simply takes your breath away, but with Cunard's experience anyone taking a shore excursion can be assured of seeing the very best of "la dolce vita."

The problem is where to begin in a country so full of life, history, the arts, wonderful food and equally fine wine, as well as the sheer exuberance of living. Pisa, with its world famous leaning tower, the exquisite beauty of Florence, Tuscany's jewel of Lucca, the wonders of Rome, Venice in all her glory, Naples, Capri, and the unforgettable views of the Amalfi coast, the list is almost endless.

Many Cunard guests return time and time again to Italy, not only for the destinations but for the expertise and in depth knowledge the company's tour guides have at their fingertips, which adds so much to their visit.

Just across from Italy lies Croatia, one of tourism's rising stars of the region with the main attraction of Dubrovnik drawing more and more visitors. This walled city, which can trace its roots back to the 7th century, is considered so important that it is now part of UNESCO's list of World Heritage Sites.

"...an incredible mosaic of sights, sounds, aromas, and tastes all combined together in one unforgettable voyage."

Greece is another nation, which has contributed so much to the understanding of science, literature and the appreciation of history, and Cunard's programme of excursions brings the past clearly into view. Tours include the Acropolis in Athens, an incredible monument to the achievements of ancient Greek civilisation, Olympia, renowned as the birthplace of the Olympic Games, and Delphi, once considered to have been the centre of the Earth, is among the most iconic historic sites and home to famed ruins such as the Temple of Apollo.

Turkey is another unmissable destination on a Mediterranean voyage, which often includes Istanbul, acting as the bridge between Europe and Asia, with the awe inspiring sites of the Topkapi Palace, and the Blue Mosque. The city's Grand Bazaar is one of the largest and oldest covered markets in the world, with 61 covered streets and more than 3,000 shops.

Shopping is a must at Gibraltar, often the last port-of-call on a Mediterranean voyage. This British overseas territory, often just known as "The Rock," is one of the most quirky destinations in the Mediterranean, famous for its apes, bobbies on the beat, typical English pubs, and a fantastic range of duty-free shops.

*by Keith Hamilton,
The Shipping & Heritage Editor
at the Southern Daily Echo*

For more information about Cunard's choice of Mediterranean voyages call (800) 728-6273.

EXPLORING — THE — MEDITERRANEAN

As well-travelled Cunarders, you may well have visited some of our Mediterranean ports before, which is why we aim to offer a diverse range of shore excursions to suit your needs. Venture a little farther afield to get a fuller flavour of your destination with the reassurance that all the details have been taken care of.

If you've taken in the sights of **Lisbon**, cruised the River Tagus and meandered through Black Horse Square, why not enjoy the delights of Queluz? The spectacular 18th Century **Palace of Queluz** was built in the style of the Palace of Versailles in France. Queluz is known for its graceful façades and the fine gardens are dotted with Baroque fountains, statues and secluded spots for dalliances! The tour is coupled with a visit to **Cascais** where you can enjoy a stroll in this small seaside town or just relax with a drink in a local café.

From **Barcelona**, take the rack railway for an adventure up to the jagged mountaintop of **Montserrat**, see Catalonia's sacred Benedictine Monastery and the incredible views over the city and coastline below. There's still plenty of time in the afternoon for you to stroll along Las Ramblas, enjoy a little shopping and perhaps have a taste of tapas.

Livorno is the gateway to some of Italy's most iconic cities but, if the hustle and bustle of **Florence** or **Pisa** is not for you, we suggest an escape to the country. The **Treasures of Tuscany** tour introduces you to two enchanting medieval hill towns, along with magnificent countryside scenery and traditional Tuscan cuisine. Wander the narrow streets of **San Gimignano**, famed for its skyscraper-like towers and impressive location. Enjoy a typical Italian farmhouse luncheon before visiting **Volterra**, another fine example of a beautifully preserved Tuscan hill town. Your guide will bring the history of this little town to life before you're free to explore at your leisure.

For more information on our shore excursions and to make the most of your time ashore, please visit www.cunard.com.



SINGING

WHILE WE SAILED

We like to spoil our guests with renowned theatre companies, fascinating speakers and world-class orchestral performances, but guests aboard one of **QUEEN MARY 2's** recent Transatlantic Crossings had an exceptional treat in store. Two hundred of them had the opportunity to sing on stage with the National Symphony Orchestra.

The Cunard choir was in good hands from the beginning. Its leader was the Grammy-nominated conductor, Anthony Inglis, who has been featured more times at the Royal Albert Hall than anyone else; the Inglis family's friendship with Cunard stretches back several generations and it was a pleasure to have him back on board.

There were two rehearsals, during which Anthony calmly reassured those who were worried about their voices. Before songsheets were handed out, all singers were sorted in the proper way: soprano, alto, tenor and bass.

The night before the ship's arrival in New York, the Royal Court Theatre filled up and the Captain took his seat in the front row; all guests were given flags to wave and programmes to follow. Our brilliant choir led everybody in rousing renditions of Rule Britannia, Jerusalem and Land of Hope and Glory.

Captain Oprey was invited on stage, where he swapped his captain's hat for Anthony's baton and had a go at conducting. He later admitted he'd Googled the basics, such as how to begin.

The Last Night at the Cunard Proms was truly a treat for all of us.



**Join Anthony Inglis and
the National Symphony
Orchestra on
QUEEN MARY 2's
2-10 September 2013
(M320D) westbound
Transatlantic Crossing.**



**For more information, contact your travel agent,
call Cunard at (800) 728-6273 or visit Cunard.com.**



CUNARD WELCOMES SOME EMINENT GUESTS

The Cunard hall of fame gets starrier every year, and we're thrilled that so many famous faces choose to sail with us. You never know who may be in your midst!



Bill Bryson

15 October 2013

QUEEN MARY 2
M325

The author's books have sold more than 10 million copies. His science book, "A Short History of Nearly Everything," won the Descartes Prize. His latest work is "At Home: A Short History of Private Life."



Lord Digby Jones

15 May 2013

QUEEN VICTORIA
V306

Also known as the "Voice of Business," Lord Digby Jones began his career at his family's corner shop in Birmingham, and went on to become Director General for the Confederation of British Industry.

Lord Robert Winston

26 May 2013

QUEEN ELIZABETH
Q313

The esteemed professor runs a research programme at the Institute of Reproductive and Developmental Biology which aims to improve human transplantation. He has around 300 scientific publications in peer-review journals. His appointment as the first Professor of Science and Society at Imperial College London focuses on improving communication and public engagement with science.



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THE CUNARD



*"FANTASTIC, SIMPLY BRILLIANT,
a perfect way to trip down memory lane with
some of the biggest iconic acts from my era."*

— **QUEEN ELIZABETH** —

A NIGHT AT THE CUNARD PALLADIUM

We're delighted to introduce "Palladium Nights," our brand new show that pays homage to the much-adored British TV show, "Sunday Night at the London Palladium," recently debuted on board **QUEEN ELIZABETH**.

Created especially for Cunard by Belinda King and Lisa Cottrell, "Palladium Nights" has been six months in the making. It revisits those glorious Sunday evenings, soundtracked by the songs of icons from the 60s and 70s. There'll be numbers by Dusty Springfield, Tom Jones

and Shirley Bassey, plus a James Bond tribute to mark the 50-year anniversary. But we've said too much already! Join us in **QUEEN ELIZABETH's** Royal Court Theatre for a dazzling night of nostalgia, glamour and good old-fashioned fun.

**WORLD
PREMIERE**