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

CULTURAL IMMERSION


INCLUSIVE AMENITIES

- Gratuities. Beverages. Self service laundry. And more!

PERSONALIZED COMFORT

- Boutique Hotel. Friendly Crew. Concierge services. Shuttle services to and from port communities

Explore Further™

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We believe in connecting people to people, people with cultures and people with themselves, by bringing you closer to new experiences that help form who you are and give you a fresh perspective on life.

We do this through our Destination Immersion® experiences — the philosophy behind every Azamara voyage. We have carefully curated immersive itineraries featuring longer stays, more overnights, and unique night touring, allowing you to travel deeper and absorb more of the history, arts, cuisine, and local customs that make each place unique.

Sometimes, visiting a few ports within a country is not enough. That’s why we have pioneered the concept of Country–Intensive™ Voyages — itineraries that include the most iconic destinations as well as hidden gems, all within a single country.

Continuing to expand our Destination Immersion® experiences by land, we have created unique pre– and post–voyage options. Through partnerships with some of the most renowned land tour operators, the Land & Sea Packages take you behind the scenes of local life with one inclusive price. It’s land travel, by ship.

To further immerse you in local experiences, we offer everyone one complimentary AzAmazing Evenings™. These exclusive, bespoke events are designed to give you a unique look into the culture and heritage of the destination, often hosted in beautiful historic venues.

While our global guests come to us for the destinations and the way we make them come to life, they return to Azamara for the inclusive, intimate club–like environment onboard — from the international crew members who are both genuinely friendly and happy to make guests feel welcome, to the host of inclusive amenities such as beverages, concierge services, self–service laundry, gratuities, and more.

Our three sister ships are boutique hotels at sea that can accommodate approximately 700 guests each and are perfectly sized to cross oceans, sail into intimate rivers, and cruise along scenic waterways while enjoying prime docking locations.

Azamara welcomes you to uncover all seven continents and discover a world within the world.

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