

## FAQs - Azamara Onward

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### **GENERAL STATEMENT:**

In celebration of the bright future ahead for the brand, and the industry as a whole, we are excited to announce the name of our fourth ship, Azamara Onward. Onward represents moving forward in space or time. This unique name reflects the brand's journey to the next chapter as we become an independent brand. Onward is meant to evoke feelings of resilience, positivity, and the endless possibilities of the future.

### **FAQs**

#### **WHY WAS THE NAME AZAMARA ONWARD CHOSEN?**

The name reflects the start of a new beginning for the brand. Azamara Onward, represents moving forward in space or time. It is meant to evoke feelings of resilience, positivity, and the endless possibilities of the future; as a whole, the name reflects the brand's trajectory and journey to the next chapter as an independent brand. Not only are we now an independent cruise company, but we also have a beautiful new ship that will allow us to bring our guests to even more destinations and smaller ports that only small ships can visit. Azamara Onward will expand the overall capacity by 33 percent.

#### **WERE THERE ANY OTHER NAMES THAT YOU CONSIDERED?**

Azamara did have several names in mind, which was narrowed down to two options, *Azamara Onward* and *Azamara Discovery*. However, it was important that we chose a unique name to support our immersive, boutique-style cruising experience that isn't commonly used in the travel industry. After much thought and consideration, we selected the name, *Azamara Onward as the name for our new ship*.

#### **WHAT SETS THIS SHIP APART FROM THE OTHERS IN THE AZAMARA FLEET? CAN YOU PROVIDE ANY DETAILS REGARDING AZAMARA ONWARD'S REFURBISHMENT?**

Prior to launch, Azamara Onward will undergo refurbishments to match its sister ships and the brand's upmarket position, as well as offer unique and new onboard elements, which will be announced in due course. These updates will be similar to the renovations introduced most recently on Azamara Pursuit, bringing guests the experience of a boutique hotel at sea.

#### **WHEN WILL AZAMARA ONWARD SET SAIL?**

Azamara Onward is set to sail for its inaugural season in Europe in 2022.

#### **WHEN WILL THE DEPLOYMENT SCHEDULE FOR ONWARD BE ANNOUNCED? WHAT ARE SOME EXAMPLES OF THE SMALLER PORTS THAT AZAMARA ONWARD WILL BE ABLE TO ACCESS?**

Information about itineraries will be available in late Spring (our Autumn).

**WHO WILL BE THE GODMOTHER OF AZAMARA ONWARD?**

As of right now, a decision has not been made on a Godmother. For now, Azamara is making it a priority to focus on itineraries and refurbishments for the ship.

**WHY DID YOU ASK THE PUBLIC FOR NAME SUGGESTIONS?**

Azamara values guests and trade partners feedback, they are the brand's biggest supporters, and it is important that they're a part of this new adventure every step of the way; the first step was engaging them to help name our ship.

**HOW MANY SUBMISSIONS DID YOU RECEIVE?**

To help make our final decision, Azamara received a total of 3,000+ submissions across trade, past guests and internal team members. The brand was thrilled with the overwhelming response and pleased to have the cruise community help contribute to this exciting project.