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DISCOVER THE WORLD NOW REPRESENTS CUNARD IN WEST BALKANS

SCOTTSDALE, AZ, Jan. 25, 2017—Cunard, known for its Most Famous Ocean Liners of the World, has increased its representation with Discover the World with the addition of sales and marketing representation in the West Balkans beginning in January.

According to Michael Franz, Cunard’s business development and account manager, “Cunard is increasing its distribution throughout Europe, Middle East and Africa to decrease our reliance on the traditional UK and US home markets. Central Europe is of great interest due to an increase in disposable income and the emergence of cruising as a viable holiday option.”

“Our ambition is to establish a good base of guests from these emerging cruise markets - identifying guests who recognize and value Cunard's special qualities,” added Franz. “In accordance, we will be pricing our cruises to ensure we appeal to the right kind of guest who is willing to pay a little bit more for a unique experience that only Cunard's long maritime tradition and reputation can offer.”

“We have had good success with Cunard in other areas of Europe, such as Hungary, Czech Republic and Slovakia and in the Latin America countries of Argentina, Paraguay and Uruguay,” said Discover the World CEO Jenny Adams. “Cunard’s unique brand position provides excellent holiday options for those guests seeking luxury holidays with an iconic brand. We will partner with Cunard to drive profitable business through our trade partners in the West Balkans.”

For more information about Discover the World, visit discovertheworld.com or call (480) 707-5566 or +44 203 598 8030.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 90 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

About Cunard

For more than a century and a half, the iconic ships of Cunard have been defining sophisticated ocean travel. The fabled vessels include the Queen Mary 2, Queen Victoria and Queen Elizabeth. The Cunard Line is part of Carnival plc. For more information please visit www.cunard.com.

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