



Princess Cruises Announces “The Come Back New Promise” A \$450 Million Multi-Year Product Innovation, Cruise Ship Renovation and Guest Experience Enhancement Campaign

January 26, 2016

SANTA CLARITA, Calif. (January 26, 2016) – Princess Cruises announced [The Come Back New Promise](#), a \$450 million multi-year product innovation and cruise ship renovation campaign that will continue to enhance the line's onboard guest experience. These enhancements will result in more transformative moments, lifetime memories and meaningful stories for guests to share from their cruise vacation.

“*The Come Back New Promise* differentiates our approach to cruising and offers our guests enriching vacation experiences by connecting them with each other, nature and different cultures in a new way,” said Jan Swartz, Princess Cruises president. “Our promise is to provide guests transformative moments designed to inspire them to discover the world and themselves, ultimately allowing us to declare that a cruise isn't good enough unless you ‘come back new.’”

The campaign demonstrates a commitment by [Princess Cruises](#) to exceed guest expectations while continuously improving upon and delivering a high value cruise vacation experience that inspires guests to return and introduce cruising to their family and friends.

Recently, Princess introduced new initiatives inspired to deliver *The Come Back New Promise* which further elevate the line's wellness, culinary/dining experiences and expands the partnership with Discovery Communications. They include:

- [Chef Curtis Stone](#) – a partnership with award-winning chef, *New York Times* best-selling author and restaurateur Curtis Stone brings guests fresh, new culinary creations. All Princess ships will feature “Crafted by Curtis” menu items in the main dining room, while on select ships guests will enjoy “SHARE” a brand new specialty restaurant which will include a new Chef's Table experience designed by Stone.
- **The Princess Luxury Bed** – featuring a new specially designed bed to deliver the ultimate night of sleep at sea the [Princess Luxury Bed](#) was developed in collaboration with experts in both the science and beauty of sleep -- Dr. Michael Breus, “The Sleep Doctor,” and highly acclaimed designer, Candice Olson, star of the hit HGTV shows “Candice Tells All” and “Divine Design” -- Princess is installing more than 44,000 new beds, to every stateroom, across the fleet through 2018.
- **The Salty Dog Gastropub** – another new dining option which highlights a variety of small bites inspired by pub favorites, adapted for an upscale culinary experience. Developed in collaboration with [Ernesto Uchimura](#), a founding chef of the original Umami Burger, guests will also enjoy a variety of beer, whiskey and cocktail selections. Currently available on select ships.
- **Style at Sea with TLC** – What to pack, what to wear and how to look stylish are just a few of the many questions guests ask when preparing for a cruise vacation. With the help of TLC's fashion expert Stacy London, [Style at Sea with TLC](#) will provide tips and tricks to help guests feel and look their best while aboard a cruise.

Previously, Princess unveiled these initiatives which became the inspiration for *The Come Back New Promise* campaign, providing guests new culinary, enrichment and entertainment experiences, including:

- **Chocolate Journeys** - An immersive [chocolate experience](#) designed by Master Chocolatier Norman Love, exclusive to Princess, was launched offering delectable desserts, wine and chocolate pairings and specialty chocolate cocktails. New chocolate offerings allow guests to indulge in even more custom-crafted signature desserts in new venues throughout the ship, as well as chocolate pairings with tea and more.
- **Discovery at Sea** - A partnership with [Discovery](#) Communications, which brings new, innovative activities and shore excursions to the Princess-guest experience through hit shows like *Deadliest Catch* and *Shark Week*.
- **New Original Musical Productions** – *Magic to Do*, the first of four musical production shows created in collaboration with [Stephen Schwartz](#), award-winning composer and songwriter of *Wicked*, *Godspell* and *Pippin*, combines exhilarating magic with some of Schwartz's most famous songs. Plus, the show features a brand new song written exclusively for Princess. *Magic to Do* debuted to critical acclaim and is currently running aboard Crown Princess, Emerald Princess and Ruby Princess.
- **Festivals of the World** - Around the world, in every season, [festivals](#) bring people together to celebrate the uniqueness of a culture and its heritage often in the most colorful ways. Princess hosts festivals onboard that originate from nearly every corner of the globe. From Mardi Gras to Rio Carnival, guests enjoy parties, enriching activities, lively musical performances, festival-related movies and specialty shopping.
- **Craft Beer Series** – Through partnerships with regional breweries that specialize in local flavor, Princess started the series with an award-winning West Coast IPA from Strike Brewing Company in San Jose, Calif., followed it with a special 50th Anniversary blend and have since added the Alaska Denali Red Ale, East Coast Blonde Lager and the Australian Gold Ale.
- **Princess@Sea Messenger** - Guests have the opportunity to be connected with their fellow cruisers using mobile messenger, an instant message feature offering an easy way to make plans, confirm a meeting location while onboard the ship. The Princess@Sea Messenger is integrated in the complimentary Princess@Sea mobile app, accessed via a smartphone or tablet browser.

More announcements about ship renovations, entertainment and accommodations, in association with The Come Back New Promise campaign, are on the horizon and sure to bring Princess Cruises offerings to new heights.

Princess Cruises has long been an innovator in the cruise industry, introducing many product firsts including:

- Chef's Table - premium dining experience
- The Sanctuary - a spa-like retreat reserved just for adults
- Movies Under the Stars - poolside, big-screen amphitheater
- Anytime Dining - restaurant service where guests can dine when, where and with whom they wish
- Weddings at Sea – legal ceremonies performed by the Captain

Additional information about Princess Cruises is available through a professional travel consultant, by calling 1-800-PRINCESS (1-800-774-6237), or by visiting princess.com/onboard.

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About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to destinations around the globe ranging in length from three to 111 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE: CUK).

Newsroom:

Additional media information is available at princess.com/news.

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