



Seabourn Expands Partnership with Swarovski Optik

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High-quality optical instruments now the "official binoculars" on all Seabourn Odyssey-class vessels, and one more - Seabourn Encore - to come

SEATTLE, May 12, 2016 - [Seabourn](#), the world's finest ultra-luxury cruise line, is expanding its partnership with [Swarovski Optik](#) to offer high-quality optical instruments aboard every vessel in its fleet. The partnership - which will provide Swarovski Optiks for guests and expedition staff to use on *Seabourn Quest*, *Seabourn Sojourn* and *Seabourn Odyssey*, as well as the line's newest vessel, *Seabourn Encore*, when it launches in December - is broadening as Seabourn continues to roll out its popular **Ventures by Seabourn** program of kayak and Zodiac shore excursions all over the world.

Launched in December 2014, the partnership originally positioned Swarovski Optik as the official optical equipment for Seabourn's Antarctica and Patagonia cruises. The Austria-based company, part of the Swarovski group, provided 25 pieces of Swarovski optics, including 22 pairs of binoculars and three spotting scopes, for the Ventures program on Seabourn Quest.

Under the partnership, the ship's expedition team and bridge staff utilized the high-precision, long-range binoculars for spotting diverse wildlife and viewing the remarkable landscapes from on board the ship and ashore. In addition, the Swarovski binoculars were available for sale on board.

With the growth of Ventures by Seabourn and the Seabourn-Swarovski partnership expanding simultaneously, there will soon be more opportunities for guests and staff to experience the optics. Swarovski Optik will be working with Seabourn in their upcoming seasons to Antarctica, Patagonia, Chile, Argentina, South Georgia, the Amazon, Australia, New Zealand, Indonesia, Denmark, Norway, Iceland, Greenland, Canada, British Isles, and the Caribbean.

"Viewing magnificent scenery and wildlife is a highlight of every Seabourn cruise, and Swarovski's exceptionally fine binoculars and scopes ensure that our guests will not miss a thing," said John Delaney, Seabourn's senior vice president, marketing and sales. "Like all other aspects of our award-winning cruises, we want to offer the best possible experience for guests to experience the majestic and unspoiled natural wonders of the world."

"We are very excited about the expansion of our partnership with Seabourn," said Dean Capuano, Swarovski Optik's director of communications. "This is a perfect fit as the Seabourn passengers will be using our products in the conditions that they were designed for. Seabourn travels to some of the most breathtaking locations on earth, and we are eager to continue helping expedition staff and Seabourn travelers get closer to nature."

For more information or reservations about Seabourn, contact a professional travel advisor, call Seabourn at 1-800-929-9391 or www.seabourn.com.

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