



## Princess Cruises Unveils 360: An Extraordinary Experience on Discovery Princess; Coming Soon to Enchanted Princess

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*The Epic, Multi-Sensory Indulgence Features Spectacular Destinations  
Invitation-Only, Money-Can't-Buy Experience is Another Benefit for Suite Guests  
Brooke Shields Stars as the Voice of the Voyager*

SANTA CLARITA, Calif., Nov. 7, 2022 /PRNewswire/ -- A new, invitation-only experience from Princess Cruises will soon transport guests nightly to the Mediterranean – no matter where they're actually sailing – engaging all of their senses with the tastes, sights, sounds, touches and fragrances of the Mediterranean. The fully-immersive **360: An Extraordinary Experience** is the cruise line's most epic experience ever offered and is now available onboard Discovery Princess and coming to Enchanted Princess in late January.



With the **360: An Extraordinary Experience**, guests booked in suite accommodations are invited to embark on a six senses journey showcasing the spectacular hilltops of Santorini, Amalfi Coast, Barcelona and Provence. Through synchronized authentic storytelling, imagery, music, scents, cuisine and stunning visual film, guests are introduced to local ingredients, artisans, passionate purveyors, and culinary methods simultaneously mirrored with a seven-course gourmet experience including wines that emerge from the story of each destination.

"360 is a fusion of master storytelling, world-class cuisine, visual entertainment and ground-breaking technology that manifests in what can only be described as an Extraordinary Experience," said Princess President John Padgett. "360 is a remarkable adventure that immerses our guests into the compelling cultures and flavors of the Mediterranean in a 90-minute celebration of the senses."

With two seatings nightly, the cloaked venue accommodates 20 guests surrounded by LED walls in a circular format that places guests into featured destinations using stunning 4K cinematography. The Mediterranean takes center stage as guests are drawn into the memories of a fellow traveler who relives her adventures and local connections made in each destination as her travel journal comes to life.

360: An Extraordinary Experience is configurable and adaptable, with the Mediterranean taking the debut spotlight. Venue personalization is enabled by the OCEAN platform, the Internet of Things platform that powers the exclusive MedallionClass on all Princess ships, and, in addition, each guest receives a unique and limited "360" Princess Medallion that is only available to guests that have participated in the Extraordinary Experience.

Beloved actress and model Brooke Shields, renowned for her extensive modeling, film and TV careers, in addition to her latest entrepreneurial project Beginning Is Now, a global digital platform and brand inspiring inspire women over the age of 40 to live their fullest lives, is the voice of Bethany, the voyager who takes guests on the sensory journey.

An experience that is as memorable as it is priceless, 360 is currently available exclusively for guests booked in suite accommodations on Discovery Princess and Enchanted Princess or for guests sailing on the Discovery Princess or Enchanted Princess that book a future cruise with suite accommodations on any Princess ship including Princess Premier at non-cancelable rates. Invitation access may also be gained from participation in specific "VIP" casino gaming and retail event sailings.


More information about Princess Cruises is available through a professional travel advisor, by calling 1-800-PRINCESS (1-800-774-6237), or by

visiting the company's website at [www.princess.com](http://www.princess.com).

## **About Princess Cruises**

One of the best-known names in cruising, Princess Cruises is the world's leading international premium cruise line and tour company operating a fleet of 15 modern cruise ships, carrying millions of guests each year to 330 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England, Antarctica, and World Cruises. A team of professional destination experts have curated 170 itineraries, ranging in length from three to 111 days and Princess Cruises is continuously recognized as "Best Cruise Line for Itineraries." In 2017 Princess Cruises, with parent company Carnival Corporation, introduced MedallionClass Vacations enabled by the Medallion device, the vacation industry's most advanced wearable device, provided free to each guest sailing on a MedallionClass ship. The award-winning innovation offers the fastest way to an effortless personalized vacation, giving guests more time to do the things they love most. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).



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