Beat: Travel

RITZ-CARLTON YACHT COLLECTION Opens RESERVATIONS For THIRD SUPERYACHT LUMINARA

DEBUTS NEW SUMMER 2025 ITINERARIES

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USPA NEWS - The Ritz-Carlton Yacht Collection unveiled its Summer 2025 Itineraries across its Fleet, Evrima, Ilma, and Luminara, marking an Exciting Moment as the Company opens Bookings for the Inaugural Season of its Third Superyacht. The Ritz-Carlton Yacht Collection debuted in October 2022 with the Launch of Evrima, the First Time a Luxury Hospitality Brand expanded into the Cruising Category.

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With all Three Superyachts now open for Reservations, the Brand Extension continues to build on its Success signifying continued Growth and offering more Opportunities for Luxury Travelers to enjoy Unforgettable Getaways at Sea

"A Standard in Luxury Cruising was set in 2022 with the Introduction of Evrima, the first of our Ritz-Carlton Yacht Collection Fleet, marking our Expansion into the Yachting Category," said Tina Edmundson, President, Luxury, Marriott International. "In a Short Time, our World-Class Itineraries have attracted Guests who are New to the Category and interested in exploring New Horizons and Cultures with the Assurance of The Ritz- Carlton Brand. We are thrilled to have created Experiences that redefine Luxury Cruising. Endless Explorations await as we prepare to launch our Second Yacht, Ilma, in 2024, and our Third, Luminara, in 2025."

"With Luminara, we are not just adding another Superyacht to our Fleet; we are expanding the Horizons of Ultra-Luxury Travel," stated Jim Murren, Executive Chairman and Chief Executive Officer for The Ritz-Carlton Yacht Collection. "This Growth embodies our Unwavering Dedication to Exploration, Enrichment, and the Pursuit of Extraordinary Experiences for our Guests. Luminara is an Invitation to embark on Remarkable Journeys and discover the World's most Captivating Destinations with Unparalleled Amenities and Service."

About The Ritz-Carlton Yacht Collection

Designed to combine the Luxury Lifestyle of The Ritz-Carlton with the Casual Freedom of a Yachting Vacation, The Ritz-Carlton Yacht Collection offers Bespoke Voyages in the Mediterranean, Northern Europe, Caribbean, and Central America. Calling on Unique and Distinguished Destinations, Voyages typically span Five to Ten Nights with more Overnight Calls, an All-Inclusive Onboard Journey, and Curated Excursions Ashore.

Its Inaugural Yacht, Evrima, embarked on its Maiden Voyage in October 2022. Measuring 624 Feet in Length, Evrima features 149 Airy Suites across Various Categories, each with a Private Terrace, creating a Relaxed, Casually Elegant Ambiance for up to 298 Guests. Continuing the Fleet's Expansion, Two New Superyachts boasting among the Highest Space Ratios Per Guest at Sea, Ilma and Luminara, are slated to set Sail in 2024 and 2025, respectively. Spanning 790 Feet, Ilma will offer 224 Spacious, Light-Filled Suites of Varying Categories, accommodating up to 448 Guests. Slated to make its 2025 Debut, Luminara will join Ilma and Evrima on Voyages to Secluded Harbors and Iconic Cities. Reflective of The Ritz-Carlton on Land, each Yacht features Personalized Service, Elevated Dining Experiences, and Exclusive Amenities.

Source: Marriott International, Inc.

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