



PRESS RELEASE



SILVERSEA LAUNCHES INCLUSIVE SHORE EXCURSIONS AND WIFI ON MEDITERRANEAN CRUISES

Silversea Cruises is kicking off 2015 with an enticing new programme that includes shore excursions and WiFi. This programme is applicable to new bookings made on or after January 15, 2015 on any of the line's 52 Mediterranean cruises this year

"We're delighted to enhance the value proposition for our guests with the launch of this new ultra-inclusive pricing initiative," said Steve Odell, President EMEA and Asia Pacific. "Our company is known for pioneering the concept of all-inclusive voyaging. By including shore excursions and WiFi in the cruise fare, we're making the Silversea holiday experience more indulgent and relevant for today's active luxury traveller."

Guests may enrich their travel experience with a choice of Silver Shore Select excursions offered in every port of call. Whether it's exploring the ancient Acropolis of Athens, strolling back through time along the marbled lanes of Ephesus, or discovering the Renaissance treasures of Florence, these small-group excursions present a destination's art, history, and culture in an intimate, authentic way, utilising comfortable transportation and expert local guides.

These special all-inclusive fares also include two hours of complimentary WiFi per guest, per day, and unlimited complimentary WiFi for those in Medallion suites or higher.

The new perks join an array of features already included: open-seating gourmet dining; butler service for all suites; select wines, champagnes, premium spirits, speciality coffees, bottled water, juices and soft drinks; in-suite bar stocked with guests' preferences; in-suite dining and 24-hour dining service (from a formal dinner ordered from The Restaurant menu and served in-suite, to lighter fare served in attended lounges); lecture and enrichment programmes; roundtrip transportation into town (in most ports); and onboard gratuities (exclusive of spa treatments).



In addition to the included Silver Shore Select excursions, guests may purchase tours from a variety of land programmes offering exceptional value, including the more-immersive Silver Shore Collection tours, as well as Silver Shore Privato, which provides a private car and driver for independent exploring.

FOR MORE INFORMATION VISIT:

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For further details and a complete list of the Mediterranean cruises, please visit Silversea.com/exclusive-offers/shor-excursions-and-wifi-now-included.

Notes to editors:

Silversea Cruises, which is chaired by Manfredi Lefebvre d'Ovidio, is recognised as an innovator in the luxury cruise line industry, offering guests large-ship amenities aboard its intimate, all-suite vessels: *Silver Cloud*, *Silver Wind*, *Silver Shadow*, *Silver Whisper* and *Silver Spirit* – all designed to offer an atmosphere of conviviality and casual elegance. With the inclusion of the expedition ships *Silver Explorer*, *Silver Galapagos* and *Silver Discoverer* Silversea Cruises' itineraries encompass all seven continents and feature worldwide luxury cruises to the Mediterranean, Caribbean, both polar regions and over 800 fascinating destinations in between.

In the U.K, Silversea has been voted:

“Best Small Ship Cruise Line” by readers of Condé Nast Traveller (11 times including 2013 & 2014)
“Best Luxury Cruise Line” from Travel Bulletin Star Awards (8 times, including 2014)
“Best Luxury Cruise Line” Irish Travel Trade Awards (2014)
“Best Luxury Cruise Line” at UK’s Travel Weekly Globe Awards (9 times including 2015)
“Best Specialist Cruise Line” at TTG Awards (2013)
“Best Luxury Cruise Line” by Scottish Passenger Association Awards (2004-2009, 2011, 2013)
“Best Cruise Line” by The Guardian and The Observer Travel Awards (2009, 2010)
“World’s Leading Luxury Cruise Line” from World Travel Awards (2009, 2010)