# CruiseBritain supports Princess Cruises Global Destination initiative

A new Princess Cruises destination initiative will see the cruise line and British ports and service providers work together to provide guests with the most meaningful, authentic and exclusive experiences ashore. The enterprising project combines Princess' destination expertise with local experts to deliver a ground-breaking collaboration.

The worldwide Global Partners + Local Experts programme will launch this summer and will feature partnerships with Cruise Britain members including Liverpool, Kirkwall (Orkney), Southampton, Forth Ports and Intercruises. In addition, the programme includes some of CruiseBritain's industry partners from Cruise Scotland & Cruise Ireland.

The Global Partners+ Local Experts programme is the first of its kind in the industry, and looks to enrich guests' holiday experiences by connecting them with different cultures in unique ways. A special feature of the programme is the filming of the individual partners sharing their thoughts, experiences and recommendations about the places they call home. In addition to the film project, the programme will include a number of other destination-based elements including local speakers; exclusive guest experiences in port; new tour programmes and tours; partner port guides and walking maps; new port welcome and departure experiences; and an insider's guide including "cool things" made in each port.

Jan Swartz, president of Princess Cruises said: "While Princess has always been a destination leader, this is a powerful new way to showcase our expertise by enhancing the guest experience in each port both before and during the cruise. Through engaging stories from people who live there, exclusive guest experiences and expert recommendations, we want to inspire our guests and help them create lifelong memories."

Angie Redhead, Chair of CruiseBritain and Head of Operations in Liverpool, featured in her home city's video and said "What greater promotion of any port or destination can there be than to tap directly into the pride and passion of the very people who live there and call it home, taking full advantage of the suggestions and creativity of those local experts who know their destination best. We're delighted that Princess have chosen British ports and destinations to be part of the launch of their innovative programme"

"For Liverpool, Caribbean Princess is the first ship of our new cruise season and arrived on 1st May from Fort Lauderdale. We can't wait to hear what the guests thought of the video…perhaps they'll ask for my autograph?!" added Redhead.