

ADVERTISEMENT FEATURE

Luxury is now standard on the best cruise lines, so Hapag-Lloyd Cruises has gone one better by tailoring its ships to specific destinations to add more excitement to their high seas voyages



SPIRIT OF ADVENTURE

There has never been a better time to go cruising. The range of activities and the quality of facilities on board the have never been better. And, when it comes to quality cruising, Hapag-Lloyd Cruises, the company that invented cruising, has among the best reputations.

This year, Hapag-Lloyd Cruises is celebrating 160 years in business.

But rather than looking to the past, the company is embracing the future by combining the best in traditional cruising with the latest technological developments.

While no two cruises are the same, high standards of hospitality and entertainment, friendly and exceptionally well-trained staff are guaranteed, all served up in a luxurious environment.

Tripping out: Hapag-Lloyd Cruises caters to diverse tastes from nature-watching (right) to city-hopping (bottom left)



STARS AND BARS

Europa, Hapag-Lloyd Cruises's flagship, sets new standards for luxury cruising. It is the only cruise ship in the world to have been awarded the distinction of a 5-stars-plus rating seven times in a row by the *Berlitz Complete Guide to Cruising and Cruise Ships*. Put simply, this is the world's most luxurious cruise ship. More space on board means extra privacy for every customer and, with a maximum of 408 passengers, the all-suite accommodation offers separate living and sleeping

quarters, walk-in wardrobes—and most come with a private veranda.

On all its ships, Hapag-Lloyd Cruises takes cuisine as seriously as its passengers. *Europa* regularly hosts guest chefs from the world's best restaurants. But whoever is in the galley, dining in the *Europa* restaurant—with its wide panoramic windows—is always a treat. For intimate meals, the speciality restaurants Oriental (pictured, top right) and Venezia serve Euro-Asiatic and Italian food.

Afterwards, the *Europa* Lounge concert and ballroom is the venue

PIONEERING SPIRIT

There hasn't been a major change in the way we take holidays since cheaper flights led to the first boom in package holidays—and how exotic two weeks in Spain sounded back then. So it's difficult to imagine the impact of the original pioneers who had the vision to think up new types of holiday.

One such person was Albert Ballin, director of Hamburg America shipping line (now Hapag-Lloyd). Ballin had the idea that travelling by ship could become the main focus of a holiday, rather than simply a means of getting to or from holiday. Like all great pioneers, Ballin faced ridicule. When he launched the first cruise in 1891—taking the fast steamer *Augusta Victoria* around the Mediterranean—many of his rivals laughed at him. But the cruise was a huge success and before long Ballin was not only using all the ships he had to meet demand for his cruise holidays, he was able to order a new ship—the first purpose-built cruise liner ever commissioned.

Hapag-Lloyd is proud of its heritage. Today, as this premier cruise company celebrates 160 years in business, it continues to strive for new and innovative ways to keep its cruises as exciting for its customers as that first cruise was for those early passengers.



scented lamps filled with essential oils. It makes for the perfect, private spa break. Golf fanatics, meanwhile, can improve their swing onboard thanks to the golf simulator and a PGA professional.

As well as living a luxury lifestyle on the high seas, the latest season itineraries also offer fascinating routes including the Amazon, Central America, the South Seas, Micronesia, the Indian Ocean and Saudi Arabia, enabling passengers to combine the world's most luxurious yacht with some unforgettable stops.



ADRENALIN SURGE

For the explorers among you, Hapag-Lloyd Cruises expedition ships, *Hanseatic* and *Bremen*, visit new territories and hidden places. Despite the rough terrain they explore, the accommodation is exceptional. *Hanseatic* is the only five-star expedition ship in the world, while *Bremen* has a four-star rating. Both are furnished with the maximum ice class for passenger ships and are perfect for trips to the polar regions.

Fitted with the newest environmental technology, both ships offer luxury voyages to some of the most exciting waters on earth, including untouched wilderness destinations from the Arctic and Antarctic to the Gambia River, the Amazon, Micronesia and the Northwest Passage.

On all voyages, well-travelled expert lecturers provide insights to the wonders on display, bringing you closer to the unknown and pointing out interesting sights onboard and on land. Whether it's the great displays of nature or insights into ancient civilisations, there's something for everyone.

Thanks to their very low draughts, *Hanseatic* and *Bremen* are agile and able to reach very flat



WORLD TRAVELLER PLUS

A cruise on the premium ship *Columbus* is a journey for all the senses; each stop introduces you to new cultures, sights and experiences. And life aboard the ship is just as varied. Whether you want to lie by the pool, look forward to another cookery demonstration, or be more active and use the onboard personal fitness programme, boredom will be a foreign word.

At night you can chill out with music and excellent entertainment, while qualified experts prepare the next day's sightseeing so that every harbour is a new and exciting experience. Naturally, the onboard guides come along to make sure you get the maximum benefit from the detailed tours.

Which destinations you visit on your journey around the world—cruising the Great Lakes of the US or sailing the European coasts—*Columbus* gives its passengers unforgettable experiences, every day.

All 184 passengers on board *Hanseatic* enjoy luxuriously appointed, 22 sq m outside cabins, while the 164 guests onboard *Bremen* also enjoy superb facilities. Experts enrich every expedition, and further information is available in the onboard libraries.

WHERE TO GET MORE INFORMATION

The Cruise People of London is dedicated to selling both ultra-luxury cruises and top-of-the-line exploration voyages. It has comprehensive details on all the ships described here and their itineraries for 2007/08. Call ultra-luxury cruise specialist Gay Scruton on 020 7723 2450 or email CruisePeopleGS@aol.com. For additional itineraries and more information visit www.hl-cruises.com.

The Cruise People also arranges voyages on cargo ships travelling to ports that most cruise passengers will never see, with journeys lasting from 28 to 124 days worldwide. For more details speak to Dessy Raykova on 020 7723 2450, or email CruisePeopleLtd@aol.com or visit www.cruisepeople.co.uk.

 **Hapag-Lloyd Cruises**

