



## OCEANIA CRUISES WELCOMES *ALLURA* TO ITS ACCLAIMED FLEET

### *Setting Sail in 2025, Vista's Sister Ship is the Line's Second Allura Class Ship*

**London, January 31, 2023** – [Oceania Cruises](#), the world's leading culinary- and destination-focused cruise line, introduces *Allura* today, naming the second 1,200-guest Allura Class ship. Debuting in 2025, *Allura* is the eighth vessel for the line and will be the sister ship to *Vista*, which sets sail in May 2023.

Named to reflect the excitement of starting an immersive new journey, *Allura* will entice guests to discover some of the world's most captivating locations, enjoying the freedom of exploration while sailing the open seas. *Allura* represents the eternal call of the mysterious and the unknown. The luxurious new vessel will bring travellers a world of enchantment where new adventures, familiar faces, off-the-beaten-path destinations and more await.

“At Oceania Cruises, we are always looking for ways to evolve, elevate and modernise our offerings to continuously surprise and delight our discerning guests as they enjoy immersive new experiences,” said Frank A. Del Rio, President of Oceania Cruises. “We are thrilled with the incredible demand we have witnessed for *Allura*'s sister ship, *Vista*, with her 2023 maiden season already sold out, and we know *Allura* will be equally as popular with our guests.

The arrival of any new ship is the ideal time to look closely at what we offer travellers. As we prepare to welcome *Allura* to the family, we have already started planning exciting new elements to be added across the fleet.”

In true Oceania Cruises style, *Allura* will serve The Finest Cuisine at Sea, boast exceptionally personalised service with warm and welcoming staff, and feature captivating residential furnishings and decor as she sails a variety of destination-rich itineraries. Measuring approximately 67,000 tons, *Allura* will accommodate 1,200 guests and be staffed by 800 officers and crew, offering industry-leading space and staff-to-guest ratios.

*Allura* highlights include an array of inventive new dining experiences including Ember, an upscale signature restaurant serving reimagined American classics, and Aquamar Kitchen, both debuting on *Vista* in May, as well as the largest standard staterooms and a new Chef's Studio.

Currently under construction by renowned shipbuilder Fincantieri S.p.A. in Italy, the all-veranda vessel will sail her maiden voyage in spring 2025.

Details of *Allura*'s inaugural season, which will feature an intriguing array of marquee and boutique destinations across Europe and the Americas, will be revealed this spring before going on sale in the summer.

Del Rio added, “*Allura*'s inaugural journeys are designed to appeal to all global travellers, whether they revel in the joy that comes with reconnecting with favourite destinations or are excited to discover new places and sights for the very first time.”

For additional information on Oceania Cruises' small-ship luxury product, exquisitely crafted cuisine, and expertly curated travel experiences, visit [OceaniaCruises.com](https://OceaniaCruises.com), call 0345-505-1920, or speak with a professional travel advisor.

#### **About Oceania Cruises**

Oceania Cruises is the world's leading culinary- and destination-focused cruise line. The line's seven small, luxurious ships carry a maximum of 1,238 guests and feature the finest cuisine at sea and destination-rich itineraries that span the globe. Expertly curated travel experiences aboard the designer-inspired, small ships call on more than 450 marquee and boutique ports across Europe, Alaska, Asia, Africa, Australia, New Zealand, New England-Canada, Bermuda, the Caribbean, the Panama Canal, Tahiti and the South Pacific in addition to the epic 180-day Around the World Voyages. The brand has a second 1,200-guest Allura Class ship on order for delivery in 2025. With headquarters in Miami, Oceania Cruises is owned by Norwegian Cruise Line Holdings Ltd., a diversified cruise operator of leading global cruise brands which include Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises.

#### **About Norwegian Cruise Line Holdings Ltd.**

Norwegian Cruise Line Holdings Ltd. (NYSE: [NCLH](#)) is a leading global cruise company which operates the Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises brands. With a combined fleet of 29 ships with over 60,000 berths, these brands offer itineraries to more than 500 destinations worldwide. The Company has eight additional ships scheduled for delivery through 2027, comprising of over 20,000 berths.

###

#### **Contact for media enquiries**

For further press information and images, please contact:

Gina Scott Barber – [gscottbarber@mmgyglobal.com](mailto:gscottbarber@mmgyglobal.com)

Havana Hutton - [hhutton@mmgyglobal.com](mailto:hhutton@mmgyglobal.com)

Sarah Sheehan - [ssheehan@mmgyglobal.com](mailto:ssheehan@mmgyglobal.com)