



Princess Named “Best Ocean Cruise Line” in USA TODAY’s 10Best Readers’ Choice Awards

January 20, 2017

Cruise Line Also Recognized for Best Entertainment, Dining and Family Travel

SANTA CLARITA, Calif. (Jan. 20, 2017) – [Princess Cruises](#) received top honors in *USA TODAY*'s 10Best Readers' Choice travel awards, being named "Best Ocean Cruise Line" after the cruise line was nominated by cruise industry experts and ultimately voted on by *USA TODAY* readers. In addition, Princess Cruises was recognized for "Best Cruise Ship Entertainment," "Best Cruise Ship Dining" and "Best Cruise Ship for Families."

A panel of experts partnered with 10Best editors to pick the initial 20 nominees, and the top 10 winners were determined by popular vote in various categories. Experts Carrie Finley Bajak ([CruiseBuzz.net](#)), Fran Golden (*USA TODAY*), Sherry Laskin Kennedy ([CruiseMaven](#)), Jason Leppert ([PopularCruising.com](#)), Chris Owen ([ChrisCruises.com](#)), Doug Parker ([Cruise Radio](#)) and Aaron Saunders ([Fromthedeckchair.com](#)) were chosen based on their expertise in the world of cruising.

Princess Cruises and select [ships](#) received seven honors in all, including:

- Princess Cruises – [Best Ocean Cruise Line \(#1\)](#)
- Regal Princess – [Best Cruise Ship for Entertainment \(#1\)](#)
- Royal Princess – [Best Cruise Ship for Dining \(#1\)](#)
- Crown Princess – [Best Cruise Ship for Entertainment \(#2\)](#)
- Crown Princess – [Best Cruise Ship for Families \(#2\)](#)
- Regal Princess – [Best Cruise Ship for Families \(#3\)](#)
- Royal Princess – [Best Cruise Ships for Families \(#6\)](#)

"We're incredibly proud to be named 'Best Ocean Cruise Line' by the experts and readers of *USA TODAY* as it's our goal to provide our guests memorable and inspiring cruise vacation experiences," said Jan Swartz, Princess Cruises president. "With our recent product enhancements in entertainment, dining, and family offerings through our partnerships with Broadway legend Stephen Schwartz and The Voice of the Ocean, award-winning Chef Curtis Stone and our Discovery at Sea family programs, we're delighted to be voted among the best of the best in the cruise industry."

All winners can be found at [10Best.com](#) - a standalone travel media site - that is promoted across *USA TODAY* Travel Media Group's digital and mobile products. The website provides users with original, unbiased, and experiential travel content of top attractions, things to see and do, and restaurants for top destinations in the U.S. and around the world. 10Best.com, acquired by *USA TODAY* in January 2013, averages 5 million visitors per month.

Additional information about Princess Cruises is available through a professional travel agent, by calling 1-800-PRINCESS, or by visiting the company's website at [princess.com](#).

#

About USA Today:

USA TODAY, the nation's number one newspaper in print circulation with an average of more than 1.6 million daily, and USATODAY.com, an award-winning newspaper website launched in 1995, reach a combined 6.6 million readers daily. USA TODAY is a leader in mobile applications with more than 16 million downloads on mobile devices. USA TODAY is owned by Gannett Co., Inc.

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 2 million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

Newsroom:

Additional media information is available at princess.com/news

For further information, contact:

Brea Burkholz, bburkholz@princesscruises.com, 661-753-1542

Negin Kamali, nkamali@princesscruises.com, 661-753-1539