



Princess Cruises Takes Out Two Awards for Australia's Best Cruise Line Overall and Best Premium Cruise Line

June 23, 2017

Award-winning cruise line Princess Cruises has today been named Australia's Best Cruise Line Overall and Best Premium Cruise Line in Cruise Passenger's 21st Birthday Awards. The win comes on the back of the cruise lines' recent win as Australia's most trusted cruise operator in the annual Reader's Digest Trusted Brands Survey.

Princess Cruises Vice President Australia & New Zealand Stuart Allison, said the cruise line was honoured to have received the double-award.

'On the eve of celebrating 10 years since we started cruising from Australia year-round, winning these two awards today tells us that we are hitting the mark with our consistent premium product offering and strong itineraries.'

"We pride ourselves on the holiday experience we provide, including our exceptional customer service, so we are thrilled to have been recognised with these awards," Mr Allison said.

"Since we began cruising from Australia year-round in October 2007, Princess Cruises has grown from strength to strength in the local market."

"Australians spend more nights sailing with Princess Cruises than on any other cruise line, enjoying holidays on our local fleet of four ships which sail full-time and seasonally from Australian ports, as well as on our international fly-cruises."

In September next year, Princess Cruises' flagship, the stunning Majestic Princess, will arrive in Sydney for her inaugural season Down Under, in a further indication of the growing popularity of the cruise line amongst Australian holidaymakers.

Princess Cruises was selected by a panel of cruise experts assembled to award the best cruise lines who have made the biggest contribution to the Australian Cruise market. The Cruise line was also voted Best Cruise Line Overall and Best Premium Cruise Line by Cruise Passenger Readers in 2016 further strengthening the brand's award-winning credentials.

In the past year, Princess Cruises was also awarded Best Ocean Cruise Line, Best Premium Cruise Line, Best For Spa and Wellness, Best For Food, Best For Entertainment and was a notable mention in Best For First Timers. The Awards were announced in conjunction with Cruise Passenger's 21st year of publishing and Australia's continued cruise growth.

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For more information visit www.princess.com

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