

April 15, 2021



NORWEGIAN CRUISE LINE
HOLDINGS LTD.

Norwegian Cruise Line Premieres New Docuseries Tonight with "Great Cruise Comeback" Episode

- The First of Five Episodes of "EMBARK - The Series" Streams Live Tonight, April 15, 2021 at 8 p.m. ET at www.ncl.com/embark -

- Brand President and CEO Harry Sommer Will Host Live Pre-Show Conversation and Q&A Session at 7:30 p.m. ET at www.ncl.com/embark -

MIAMI, April 15, 2021 /PRNewswire/ -- Norwegian Cruise Line, the innovator in global cruise travel, today launches "EMBARK – The Series," a docuseries chronicling the brand's highly anticipated comeback as it prepares to [return to service](#) beginning July 25, 2021, with its first episode "[Great Cruise Comeback](#)" premiering tonight at 8 p.m. ET.



The first episode focuses on the ongoing measures for a healthy and safe return to sailing, including unscripted conversations with executive leaders including Norwegian Cruise Line Holdings' President and CEO Frank Del Rio and President and CEO of Norwegian Cruise Line Harry Sommer.

Viewers will have an exclusive look at the brand's preparations for its return to cruising, including technology designed to enhance the embarkation process, how the brand's shipboard crew and entertainers have been managing over the last year, and how this temporary pause has affected small businesses and valued partners, including Miami-based distillery Wynwood Brewing Company.

The nearly 30-minute episode will stream live at www.ncl.com/embark and on Facebook, with a live pre-show conversation and Q&A session featuring Sommer and NCL Executives and Team Members at 7:30 p.m. ET on April 15, 2021. The episode will be available on-demand the following day at www.ncl.com/embark.

"We are finally coming back!" said Sommer. "It's been an exciting time for us as we recently announced the redeployment of the first ships to set sail following a yearlong pause in our operations. We're looking forward to reconnecting with our guests, crew, team members and partners in person as well as through the EMBARK with NCL platform, which will showcase our return to cruise journey through the people of NCL."

The journey to EMBARK with NCL begins at www.ncl.com/embark.

To learn more about Norwegian Cruise Line's 17-ship fleet and worldwide itineraries, or to book a cruise, please call 888-NCL-CRUISE (625-2784), visit www.ncl.com or contact a travel professional.

For assets and press materials, click [here](#).

About Norwegian Cruise Line

As the innovator in global cruise travel, Norwegian Cruise Line has been breaking the boundaries of traditional cruising for 54 years. Most notably, the cruise line revolutionized the industry by offering guests the freedom and flexibility to design their ideal vacation on their preferred schedule with no assigned dining and entertainment times and no formal dress codes. Today, its fleet of 17 contemporary ships sail to over 300 of the world's most desirable destinations, including Great Stirrup Cay, the company's private island in the Bahamas and its resort destination Harvest Caye in Belize. Norwegian Cruise Line not only provides superior guest service from land to sea, but also offers a wide variety of award-winning entertainment and dining options as well as a range of accommodations across the fleet, including solo-traveler staterooms, mini-suites, spa-suites and The Haven by Norwegian®, the company's ship-within-a-ship concept. For additional information or to book a cruise, contact a travel professional, call 888-NCL-CRUISE (625-2784) or visit www.ncl.com. For the latest news and exclusive content, visit the media center and follow Norwegian Cruise line on Facebook, Instagram and YouTube @NorwegianCruiseLine; and Twitter and Snapchat @CruiseNorwegian.

“

**OUR PLAN IS TO HAVE THE
EXPERIENCE AS GOOD IF NOT
BETTER THAN IT WAS BEFORE.”**

WES CORT

VP, Food & Beverage Operations

APRIL 15 | 8PM ET | [NCL.COM/EMBARK](https://ncl.com/embark)

“

**IT'S REALLY
TOUCHING AND
HEARTWARMING
TO SEE THAT WE HAVE
SO MANY DEDICATED
TEAM MEMBERS
READY TO COMEBACK.”**

JENNY LIM

RVP Fleet Hotel Operations, NCL

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CRUISE LINE®

EMBARK
THE SERIES



“
WE’RE GOING TO BE THE FIRST
TO GET LIVE SHOWS BACK ON
THEIR FEET.”

ROBERT HERTENSTEIN
Senior Director, Entertainment Production

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“
HEALTH HAS ALWAYS BEEN
IMPORTANT, BUT IT’S MORE
IMPORTANT NOW.”

SIMON MURRAY
VP, Guest Experiences and Innovation, NCL

MARCH 18 | 8PM ET | [NCL.COM/EMBARK](https://ncl.com/embark)



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