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OceaniaNEXT Heralds The Next Chapter Of The Oceania Cruises' Story

$100 Million Re-Inspiration of the Iconic Regatta-Class Yields Four Better-Than-New Ships

MIAMI, Aug. 13, 2018 /PRNewswire/ -- Today, Oceania Cruises announced its OceaniaNEXT initiative, a sweeping array of dramatic enhancements designed to elevate every facet of the guest experience. The first initiative to be undertaken is the $100 million re-inspiration of the line's four 684-guest ships (*Regatta, Insignia, Sirena,* and *Nautica)* that will result in four better-than-new ships. Each will emerge from the re-inspiration process with 342 brand new designer suites and staterooms, and stunning new décor in the restaurants, lounges and bars, inspired by the line's 450 ports of call.

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Insignia will be the first to debut on December 7, 2018, followed by *Sirena* in May 2019, *Regatta* in September 2019, and *Nautica* in June 2020.

"OceaniaNEXT will be the most extensive and comprehensive suite of product and guest service enhancements that we have ever undertaken," said Bob Binder, President and CEO of Oceania Cruises. "Our Regatta-Class ships are like second homes to our loyal guests and travel partners. They don't build ships like these anymore, which is why this re-inspiration project is such an important milestone in our company's 15-year history. We are maintaining the intimate surroundings and personal attention that our guests love, while at the same time setting a new standard of style and elegance for small ship cruising. We have opened a new

chapter, innovating in every way as we look to the future and the way our guests want to travel. We can't wait for our 'new' ships to launch."

At the helm of the dramatic refurbishment is Studio DADO, a Miami-based design and concept studio specializing in luxury residential and hospitality design.

"The moment we stepped onboard, we were impressed by the ambiance and attention to detail," said Yohandel Ruiz, founding partner of Studio DADO. "The guests we spoke with kept telling us how dearly they loved the ships, so it was important that we kept the intimacy and warmth in the redesign. What we landed on provides a modern and airy atmosphere, similar to what you would find in an elegant estate home."

Surprisingly New, Delightfully Familiar

With the line's acclaimed *Marina* and *Riviera* as their muses, *Regatta*, *Insignia*, *Nautica*, and *Sirena* will feature richly appointed and stylish new interiors that showcase the best of residential design. Furnishings from Baker and Donghia, along with fabrics from Rubelli and Kravet will adorn the public spaces, with new richly-hued custom-milled carpets lining the floors.

Effortless style in an elegant atmosphere will be the defining characteristics of the Reception Hall and Upper Hall. A sparkling new Grand Staircase framed by intricate railings and balustrades inset with crystal accents will welcome guests onboard. Overhead, a crowning grand chandelier adorned with hanging pieces of smoked and hand-painted glass will set the space aglow.

The Grand Dining Room will feature buttery soft cream leather dining chairs accented with metallic bronze threading to catch the light from the stunning new crystal chandelier, which will be the room's defining centerpiece.

Martinis becomes anew with a palette inspired by the stunning coastline of Santorini featuring hues of deep Grecian blue, sienna and chocolate browns, and stately pewter. Silver-white marble and tobacco quartz will accent the bar while the trademark walnut paneling adds luster and whispers of familiarity.

All-New Suites and Staterooms

Wanting guests to feel at home while away from home, the luxurious brand-new staterooms and suites will be lighter, brighter, and even more spacious. Stripped down to their studs, every ounce of the re-inspired accommodations will be modernized, featuring custom-crafted furnishings, exotic stone and polished wood finishes, and designer accessories, creating a harmonious celebration of style and comfort.

"The staterooms and suites are the most dramatic of the transformation," added Ruiz. "They now feature a very clean design with a sophisticated air. Enhanced by nuanced shades of the sea and sky, the tones are warm and soothing, incorporating silvery greys and greens alongside vivid sapphires and taupes."

For convenience, USB ports will be incorporated in each of the staterooms, as well as a state-of-the-art television system with movies on demand in multiple-languages, live stations and a program guide, plus itinerary information and weather updates.

Lustrous New Bathrooms

Every fixture and surface of the bathrooms will be new, with designer features, perfect lighting, lavish vanities, and chic glass shower enclosures. Penthouse, Vista, and Owner's Suites bathrooms become true luxury retreats, offering more space outfitted with Carrara marble, polished granite, and sleek onyx.

Re-Inspiration By The Numbers

$100 Million Dollars
1,368 New Suites and Staterooms
1,400 New Marble Bathrooms
8,000 New Light Fixtures
12,000 New Sofas and Chairs
1,000+ Artisans and Craftsmen
FOUR RE-INSPIRED SHIPS

Oceania*NEXT* is a sweeping array of dramatic enhancements so transformational, they are inspirational. The Regatta-Class re-inspiration is the first in a line of exciting announcements and enhancements to come in 2018, 2019, and beyond. This ambitious brand initiative will elevate every facet of the Oceania Cruises guest experience to new levels. From thoughtfully crafted new dining experiences and reimagined menus to the dramatic re-inspiration of the iconic Regatta-Class ships, guests will savor The Finest Cuisine at Sea, be pampered aboard intimate and luxurious ships, and be enriched through in-depth destination exploration.

About Oceania Cruises
Oceania Cruises is the world's leading culinary- and destination-focused cruise line. The line's six intimate and luxurious ships which carry only 684 or 1,250 guests offer an unrivaled vacation experience featuring the finest cuisine at sea and destination-rich itineraries that span the globe. Expertly crafted voyages aboard designer-inspired, intimate ships call on more than 450 ports across Europe, Alaska, Asia, Africa, Australia, New Zealand, New England-Canada, Bermuda, the Caribbean, Panama Canal, Tahiti and the South Pacific and epic 180-day Around the World Voyages.















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