

February 11, 2026



# Regent Seven Seas Cruises® Celebrates Strongest Booking Month in Company History



***January's Record Demand Underscores Continued Momentum and Regent's Position as the Benchmark for All-inclusive, Unrivaled-Luxury Cruising***

**MIAMI, February 11, 2026:** [Regent Seven Seas Cruises®](#), the world's leading ultra-luxury cruise line, has achieved the strongest booking month in its history, with January 2026 marking an all-time high for total global bookings across the fleet.

"This record-breaking month underscores continued momentum for the brand and sustained demand for Regent's unrivaled all-inclusive luxury cruise experience," said Jason Montague, Chief Luxury Officer, *Regent Seven Seas Cruises*. "Luxury travelers are clearly prioritizing immersive, high-value vacation experiences, and Regent continues to deliver on that promise through exceptional itineraries, expansive suites, and the most inclusive amenity offering in ultra-luxury cruising. We'd like to thank and recognize our treasured guests and valued Travel Partners who have helped our teams achieve this incredible milestone."

January's performance - which saw bookings increase by 20% when compared to January 2025 - was driven by strong demand across Regent's global destination portfolio, with travelers securing voyages well in advance and demonstrating increased confidence in long-term travel planning. There was particularly strong interest in select destinations, with Pacific and South America itineraries, outperforming historical benchmarks. Data also indicated an increased demand for longer itineraries of 15 days or more, as well as a significant increase in guests booking multiple cruises.

The achievement was also supported by Regent's rich and ever popular [Upgrade Your Horizon](#) offer that invites guests to *Experience the Unrivaled®* with a FREE 2-category suite upgrade, 50% reduced deposits across all destinations through April 2028, and a \$500 shipboard credit on select 2026 voyages.

The strong performance comes as Regent builds on a series of high-profile brand and product announcements that continue to elevate its position at the pinnacle of ultra-luxury travel. Recent highlights include the unveiling of [Seven Seas Prestige™](#) - which, once launched in December 2026, will be Regent's first new ship class in a decade - alongside

continued investment in [fleet enhancements](#), destination-rich itineraries, and [elevated onboard experiences](#) designed to meet the evolving expectations of today's luxury traveler. These strategic developments underscore Regent's long-term vision and its commitment to shaping the future of the luxury travel sector and setting new industry standards.

Sailing aboard *The World's Most Luxurious Fleet™*, guests experience exquisite comfort and convenience with All-inclusive Cruise Fares that include unlimited shore excursions, gourmet cuisine across specialty and al fresco dining venues, fine wines and spirits, onboard entertainment, Starlink WiFi, valet laundry service, gratuities, a one-night pre-cruise hotel package for guests in Concierge-level suites and above, and more. Ultimate All-Inclusive Fares further enhance the journey with roundtrip flights, transfers, and private executive chauffeur service.

To book a voyage, please visit [RSSC.com](https://www.rssc.com), call 1-844-473-4368, or contact a professional Travel Advisor.

### **About Regent Seven Seas Cruises®**

Regent Seven Seas Cruises® is the world's leading ultra-luxury cruise line, inviting guests to *Experience the Unrivaled™* since 1992. Carrying between 496 and no more than 822 guests, the line's perfectly sized ships - *Seven Seas Explorer®*, *Seven Seas Grandeur®*, *Seven Seas Mariner®*, *Seven Seas Navigator®*, *Seven Seas Splendor®*, *Seven Seas Voyager®*, and *Seven Seas Prestige™*, which is scheduled to be delivered in late 2026 - form *The World's Most Luxurious Fleet®*. Offering immersive exploration in more than 550 destinations across seven continents, guests travel the world in luxurious space featuring sumptuous all-suite accommodations, nearly all with private balconies, which are among the largest at sea. Regent's heartfelt personalized service can be found throughout lavish public areas and expansive outdoor spaces, or while savoring incomparable culinary experiences in a range of specialty restaurants and al-fresco dining venues. Guests cruise in *All-Inclusive, Unrivaled Luxury™* as part of Regent's All-Inclusive Cruise Fares, offering amenities such as unlimited shore excursions, exquisite cuisine, beverages including fine wines and spirits, entertainment, Starlink Wi-Fi, free valet laundry, gratuities, a one-night, pre-cruise hotel package for guests staying in Concierge-level suites and higher, and more. In addition, Regent's Ultimate All-Inclusive Fares include round-trip flights with the flexibility to choose desired air class, transfers between airport and ship, and exclusive *Blacklane* private executive chauffeur service for guests to personalize their journeys. For more information, please visit [RSSC.com](https://www.rssc.com), call 1-844-4REGENT (1-844-473-4368) or contact a professional travel advisor. Regent Seven Seas Cruises® is a wholly owned subsidiary of Norwegian Cruise Line Holdings Ltd. (NYSE: NCLH). To learn more, visit [www.nclhld.com](https://www.nclhld.com).

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