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## **NORTH AMERICAN CRUISE LINES**





## AZAMARA

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Website: www.azamara.com

A zamara was launched by Royal Caribbean Group in 2007, positioned as a deluxe brand – between the premium and luxury segments of the market. It was later rebranded as an up-market, destination-immersion driven experience.

Originally launched under the Celebrity Cruises' umbrella, Azamara was soon moved out as a separate brand and product identity, and with a dedicated staff.

Azamara started with two ships, the Azamara Journey and Quest, which were transferred from sister company Pullmantur Cruises. A third vessel, the Azamara Pursuit, was acquired from P&O Cruises, and started service in August 2018.

In 2021, Royal Caribbean Group sold the company to Sycamore Partners, a private equity firm, which also acquired a fourth ship, the Azamara Onward.

Dan Hanrahan, Chairman
Dondra Ritzenthaler, Chief Executive Officer
Alain Ferzli, CFO
Francisco Mallman, Chief Strategy Officer
Laura Krejci, CIO
Nico Corbijn, Head Marine Operations
Michelle Lardizabal, Chief Sales Officer North America

Paul Weber, Global Head of Supply Chain Tom Beeckman, Sr. Director Port Operations Michael Pawlus, Director, Strategic Itinerary and Destination Planning Signe Bjorndal, Director Entertainment, Marketing Scott Daniels, Director Hotel Operations Michelle Dunn, Director HR Arlene Martinez, Director Port Operations Paul Chapple, Head of Land Product Development Yulia Sviridova, Director Finance and Strategic Planning Jorge Lopez Franceschini, Director IT Shipboard Products Andrew Smith, Director Revenue Optimization Johanna Saldaa, Manager Supply Chain David Drier, Manager Hotel Refurb Paulina Aguilera, Manager Global Digital Commerce Jonathan Louback, Manager Food and Beverage Ops Joni Lundsford, Manager Land Product Development Manju Varughese, Sr. HR Ops Analyst Andrea Baigorria, Global Head Public Relations Melissa Palmeri, Lead Product Development

Azamara Journey: Built in 2000; 30,200 grt; 718 pax. (ex-Blue Dream, R6)

Azamara Onward: Built in 1999: 30,200 grt; 680 pax. (ex-Pacific Princess, R3)

Azamara Pursuit: Built in 2001; 30,200 grt; 708 pax. (ex-Adonia, Royal Princess, Minerva II, R8)

Azamara Quest: Built in 2000; 30,200 grt; 708 pax. (ex-Blue Moon, R7)