

Norwegian named “Europe’s Leading Cruise Line” for fourth consecutive year

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Norwegian Cruise Line has been named “Europe’s Leading Cruise Line” by the World Travel Awards for the fourth consecutive year, and has also received Europe’s Sustainable Tourism Award for its newest ship **Norwegian Epic**. The 18th annual awards recognise travel companies that deliver an outstanding customer experience and are voted by travel agents and consumers worldwide.

Francis Riley, Norwegian Cruise Line’s vice president & general manager international, accepted the awards during the gala ceremony held in Antalya, Turkey, on 2 September, 2011.

Norwegian, which has been honoured with the accolade as Europe’s Leading Cruise Line in 2008, 2009 and 2010, will have four Freestyle Cruising ships sailing in Europe in 2012/13.

“We are honoured travel partners and consumers from around the world have chosen us for this prestigious award four years in a row,” said Kevin Sheehan, Norwegian Cruise Line’s chief executive officer.

“Norwegian is dedicated to providing guests with a unique cruise holiday that allows them the convenience and value to experience the rich culture and history in Europe on their own terms.”

From ancient cathedrals to romantic gondola rides along grand canals, guests can see more of Europe in less time while visiting a new and exciting port of call each day. Norwegian’s newest and most innovative ship, **Norwegian Epic**, sets sail on seven-night *Western Mediterranean* itineraries from 29 April until 17 October, 2012. Guests have the flexibility to begin their cruise in either Barcelona, Spain; Rome (Civitavecchia), Italy and – on selected dates during the peak summer month – Marseille, France, allowing them to customise their embarkation port to suit their travel needs.

Norwegian Sun offers nine-night *Baltic Capitals* voyages from Copenhagen, Denmark, which includes an overnight stay in St. Petersburg, Russia.

Norwegian Jade, cruising year-round in Europe, offers seven-night *Greek Isles and Adriatic* itineraries from Venice, Italy until early October, and 10-and 11-night *Eastern Mediterranean and Holy Land* itineraries from mid-October until April 2012 from Rome (Civitavecchia), Italy.

In an exciting first for the line, **Norwegian Spirit** joins **Norwegian Jade** sailing year-round in Europe beginning in April 2012, where she will sail 12-night *Grand Mediterranean* cruises alternating from Barcelona and Venice until 13 October, 2012. **Norwegian Spirit** will then sail nine-night *Canary Islands* cruises from Barcelona from 6 November, 2012 to 8 April, 2013.

With its current “Book Early – Cruise Happy” campaign, guests booking a cruise of six nights or more from the new European 2012/13 programme, including Atlantic crossings, before 30 September, 2011, will receive on board spending money of up to \$500 per stateroom.

ABOUT NORWEGIAN CRUISE LINE

About Norwegian Cruise Line

Norwegian Cruise Line is an internationally operating cruise line headquartered in Miami, Florida with two offices in Wiesbaden and London overseeing operations in Europe.

Norwegian Cruise Line is the innovator in cruise travel with a 45-year history of breaking the boundaries of traditional cruising, most notably with the introduction of Freestyle Cruising which has revolutionized the industry by allowing guests more freedom and flexibility. In October 2011 the company launched its new brand platform “Cruise like a Norwegian” that celebrates the community of diverse holiday makers who are passionate about their experiences and highlights the key elements of Freestyle Cruising.

Today, Norwegian Cruise Line has 11 purpose-built Freestyle Cruising ships, providing the guests the opportunity to enjoy a relaxed cruise vacation on some of the newest and most contemporary ships at sea. The company has two 4,000-passenger vessels on order: Norwegian Breakaway for delivery in April 2013 and Norwegian Getaway for delivery in April 2014.

Norwegian’s largest and most innovative Freestyle Cruising ship to date, Norwegian Epic, debuted in June 2010. Three of the modern Freestyle Cruising ships are deployed in Europe in the 2011/12 season; with the largest European deployment in the company’s history, the cruise line will have four ships sailing in European waters in the 2012/13 season. Norwegian Cruise Line is the official cruise line of Blue Man Group, appearing for the first time at sea on Norwegian Epic, as well as the official cruise line of Legends in Concert, Howl at the Moon Dueling Pianos, Gibson Guitar, and Nickelodeon, the number-one entertainment brand for kids. Cirque Dreams® & Dinner is also featured on board Norwegian Epic as the first show of its kind at sea under a big top.

In September 2011, the cruise line received the World Travel Award as “Europe’s Leading Cruise Line” for the fourth year running.

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