

**CENTURY TRAVEL UNVEILS NEW BRAND, CRUISE.COM.CY**

*Cruise.com.cy is the first dedicated cruise only ecommerce platform in Cyprus tailored for the Millennial Traveller.*

Century Travel, the only cruise specialist in Cyprus, today announced the launch of cruise.com.cy, the first dedicated cruise only ecommerce platform in Cyprus tailored for the Millennial Traveller. Following extensive research on the young Cypriot traveller, the introduction of cruise.com.cy fills an open space in the Cyprus travel industry by creating a new ease-to-use digital platform that adds real value to the needs of the Millennial Traveller who enjoys a high-tech booking experience when seeking out unique destinations and authentic cruising experiences.

Founded in 2008 with an ambition to become the leader in the cruising industry in Cyprus, Century Travel today boasts over 15 years of success in the Cyprus cruising market, having partnered with the best world cruise lines to offer exceptional cruising experiences for Cypriot travellers sailing from Limassol, as well as from ports all around the world.

With the brand message «Ζήσε το με ένα κλικ!» cruise.com.cy caters to the enthusiasm and diversity of millennial travellers who considers travel experiences to be an important part of their identity. Cruise.com.cy essentially gives access to online searching for over 25,000 cruises all around the world, with all the leading cruise lines and most recognisable cruise ships including Norwegian Cruise Line, MSC Cruises, Royal Caribbean International, Cunard, Oceania Cruises, Holland America Line, Celebrity Cruises, P&O Cruises, Azamara, Siversea Cruises, Seabourn, Crystal Cruises, Celestyal Cruises, and as of this year – Explora Journeys.

Century Travel Group's COO Vicky Lewis, during a press breakfast to mark the launch of the cruise.com.cy brand, said: *"We are excited to be launching cruise.com.cy today which provides a high-tech booking experience that caters to the millennial Cypriot traveller. As you know, more millennials are turning 40 – and they're changing travel as we know it. They're bringing their tech-savviness and social consciousness with them, which is transforming the travel industry. With cruise.com.cy, millennial travellers can search online for over 25,000 cruises and make their cruise booking online with an easy and safe payment procedure – all with just 5 clicks".*

Ben Bouldin, Vice President EMEA at Royal Caribbean Cruises, said: *"For many years we've worked closely with Century Travel to really develop the cruise sector, and in particular, with Royal*

*Caribbean. Century Travel's understanding of all of our ships, and which ship suits the right guest, enables Century Travel to make sure that it provides every one of its cruise guests with the perfect vacation".*

Bernard Carter, Vice President & Managing Director EMEA for Oceania Cruises, said: *"I'm delighted with the news that Century Travel, as our sole partner in Cyprus, is launching the new online cruise website, cruise.com.cy. I have known and worked with Daniel Essex of Century Travel for more than 20 years, and I am certain that he and his team with over 30 years cruise knowledge, and an understanding of the upper premium and luxury cruise sectors, will continue to deliver signature, expert and professional service levels with this new venture".*

The launch of cruise.com.cy changes the face of the cruise travel industry in Cyprus. To explore cruise.com.cy visit the website or call customer service on 8000 42 42.

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