

Guest experience change notification:  
Bitter Sweet Symphony launch on Queen Anne



This purpose of this paper is to communicate the introduction of the latest show in the Bright Light Society on board Queen Anne. Following the success of Noir and Fizz in the Bright Lights Society, RWS Global and Cunard launch an immersive and completely new experience including cocktails and nibbles called Bitter Sweet Symphony.

A journey through three delicious worlds.

Sip delicious cocktails and enjoy tasty nibbles as your senses are heightened with live music, dance and immersive performance.



Summary:

- New immersive show including performance, cocktails and nibbles
- Show launch: H428, first public performance on 16 November 2024
- Ship: Queen Anne
- Venue: Bright Lights Society
- Running time: 70 minutes
- Afternoon performances only – flexible depending on ship schedule
- No age restriction
- One performance per 7-day voyage
- 75-person capacity
- Guests must book on My Voyage in advance, and bookings can only be made available once all guests are embarked
- Booking not available on My Cunard
- Price: \$46 pp including service charge
- Guests must take responsibility to enquire with a crew member before booking if they have any dietary requirements
- For a non-alcoholic experience, guests can request upon entry to the venue and will be handed a non-alcoholic show branded indicator

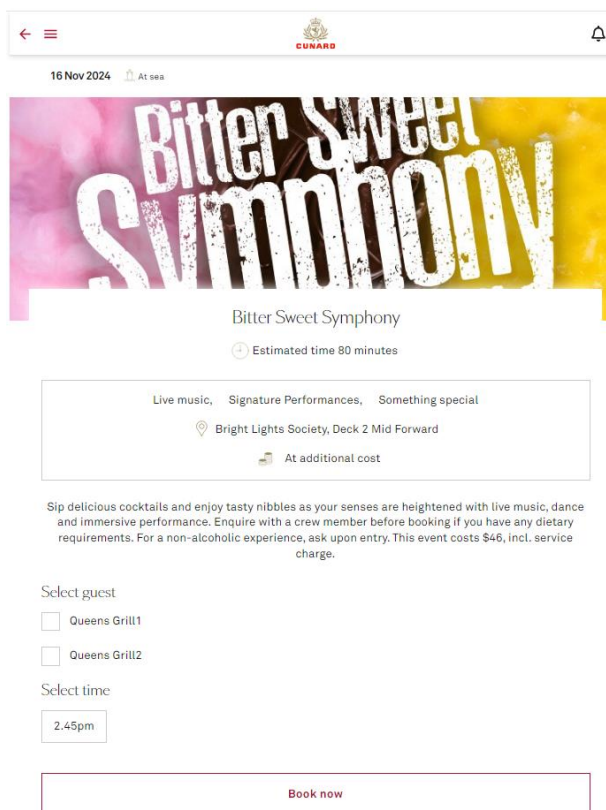
## What is Bitter Sweet Symphony?

Bitter Sweet Symphony is the third in our series of immersive shows that have launched in the Bright Lights Society on board Queen Anne. A paid for show, bookable through MyVoyage once embarkation is complete, this exciting experience wows guests as they are transported through three delicious and flavoursome worlds; “On Candy Floss Clouds”, “Smooth Groves” and “Zest for Life”. More than just energetic live music and fabulous costumes, ignite your senses on this journey of sight, sound and most importantly taste and smell, with three delicious cocktails and a series of exciting and out-of-this-world nibbles being served as part of the performance. A range of non-alcoholic cocktails is also available.

## How to book Bitter Sweet Symphony

Guests will be able to book on My Voyage at any time during their voyage after embarkation, by opening the browser on their device. Alternatively, guests can book on the reservations phone line. Guests will only be able to book one performance.

Illustrative example of digital screen and what guests will see when they book – price and booking information will be communicated via Daily Programme and My Voyage:



← ☰ CUNARD 🔔

16 Nov 2024 📍 At sea

# Bitter Sweet Symphony

Estimated time 80 minutes

Live music, Signature Performances, Something special

📍 Bright Lights Society, Deck 2 Mid Forward

📄 At additional cost

Sip delicious cocktails and enjoy tasty nibbles as your senses are heightened with live music, dance and immersive performance. Enquire with a crew member before booking if you have any dietary requirements. For a non-alcoholic experience, ask upon entry. This event costs \$46, incl. service charge.

Select guest

Queens Grill1

Queens Grill2

Select time

2.45pm

Book now

## Bitter Sweet Symphony – proposition copy

[Short]

A journey through three delicious worlds.

[Long]

On this journey through three delightful worlds, discover how sound, smell, visual entertainment and taste can create the perfect harmony. Sip delicious cocktails and enjoy tasty nibbles as your senses are heightened with live music, dance and immersive performances.

Please enquire with a crew member before booking if you have any dietary requirements. For a non-alcoholic experience, just ask upon entry.

[Longer]

Join your host Dr Gareth Gusto on a journey through three delightful worlds where sound, smell, visual entertainment and taste create the perfect harmony. Sip a trio of delicious cocktails and enjoy tasty nibbles as your senses are heightened with live music, dance and immersive performances.

As we play with your senses and show you different ways to experience them, we encourage you to share your discoveries with your quirky host. Hand yourself over to our talented Bright Lights Society cast and enjoy this adventure with them.

Please enquire with a crew member before booking if you have any dietary requirements. For a non-alcoholic experience, just ask upon entry.

## Daily Programme and digital screens

[Heading]

Bitter Sweet Symphony

[Body copy]

Sip delicious cocktails and enjoy tasty nibbles as your senses are heightened with live music, dance and immersive performance. Please enquire with a crew member before booking if you have any dietary requirements. For a non-alcoholic experience, just ask upon entry. This event costs \$46, including service charge.

[CTA]

Book on My Voyage

## My Voyage

[Heading]

Bitter Sweet Symphony

[Body copy]

Sip delicious cocktails and enjoy tasty nibbles as your senses are heightened with live music, dance and immersive performance. Enquire with a crew member before booking if you have any dietary requirements. For a non-alcoholic experience, ask upon entry. This event costs \$46, incl. service charge.

## FAQs

1	Do I have to pay for the show?	Bitter Sweet Symphony has a cover charge of \$46pp, which includes a service charge. This price includes the three cocktails and tasty nibbles you are served during the show, as well as the immersive experience itself.
2	Can I be served a non-alcoholic version of the cocktails?	Absolutely. Guests who would prefer to be served non-alcoholic versions of the cocktails during the immersive experience should make themselves known to the crew member on the door as they are seated. The guest will be given a distinctive drinks coaster to place on your table, and this will also be flagged to the Bar team, so that you can rest assured you'll not be served alcohol while enjoying the show.
3	What if I've got allergies or dietary requirements?	Please enquire with a crew member before booking the show if you have any dietary requirements.
4	How do I book?	Booking is available on My Voyage and through the reservations line on 33000.
5	Can I book before I get on board?	No, bookings can only be made once you are on board. Booking is not available on My Cunard. Once on board, please book your place at the show on My Voyage or through the reservations line on 33000.
6	Why can't bookings be made prior to joining the voyage?	Bookings can only be made once embarkation is complete to ensure all guests have a fair chance of booking.