

Guest experience change notification:
A World of Drinks update for guests on voyages of 75 nights or more



This paper provides an update on the evolution of the World of Drinks on board packages and only affects those sailing for 75 nights or more. The enhancements detailed below enable more choice and better value for those guests joining us for longer voyages. Changes to pricing and booking the World of Drinks package remain unchanged.

Making the best value World of Drinks pricing accessible to more guests on longer voyages.

Introducing a new Dining and Drinks option for voyages of 75 nights or more.



Summary.

- We've enabled more guests on longer voyages to enjoy the best value World of Drinks pricing by reducing the voyage length threshold from 85 nights down to 75 nights
- Introducing a new, excellent value Dining and Drinks Option for guests on voyages of 75 nights or more

Benefits.

- Offering our guests who sail with us for extended periods, on Discovery and World Voyages, exceptional value and access to the World of Drinks package as well as a new Dining and Drinks option.

Launch dates

NB. These changes are live

Please note:

All Drink Options are priced per day. Guests purchasing pre-embarkation enjoy a 10% discount for World of Drinks. The Dining and Drinks option can be purchased in any main dining venue and cannot currently be purchased pre-voyage. If purchased after embarkation, then all packages are only available to be purchased on the first two days of the voyage and must be purchased for all remaining days of your voyage. All guests in the same stateroom or suite must purchase the same package.

Background

Building on the changes to the World of Drinks packages announced in 2023, which introduced a new dynamic pricing strategy, this change gives better value to guests sailing with us for 75 nights or more, with earlier access to the best value pricing. For our guests who want to enjoy a drink or glass of wine with a meal, the introduction of the Dining and Drinks option offers exceptional value without having to sign up to the full World of Drinks package.

In summary:

- The best value World of Drinks pricing is now available to guests sailing for 75 nights or more, rather than 85 nights or more previously
- For only US\$27 the introduction of a Dining & Drinks Option for guests of 75 nights or more offers access to an incredible array of beers, wines, soft drinks, mineral water, speciality hot drinks, and non-alcoholic cocktails up to the value of US\$13.50. Served with breakfast, lunch and dinner in the main dining, buffet, and alternative restaurants.

Summary Updates

World of Drinks Package Duration thresholds

The threshold for longer voyage pricing for all World of Drinks Packages have been amended for the upper two bands.

<https://www.cunard.com/en-gb/activity-types/bars-and-lounges/a-world-of-drinks>

A World of Drinks (equivalent on board prices are shown in brackets)	Less than 5 nights	5-14 nights	15-74 nights	75 nights or more
Beers, Wines and Spirits Option	\$85.50 (\$95)	\$72 (\$80)	\$67.50 (\$75)	\$49.50 (\$55)
Premium Non-Alcoholic Option	\$40.50 (\$45)	\$40.50 (\$45)	\$40.50 (\$45)	\$40.50 (\$45)
Speciality Hot Drinks Option	\$15.75 (\$17.50)	\$15.75 (\$17.50)	\$15.75 (\$17.50)	\$15.75 (\$17.50)
Soft Drinks Option	\$13.50 (\$15)	\$13.50 (\$15)	\$13.50 (\$15)	\$13.50 (\$15)
Dining and Drinks Option	Not available	Not available	Not available	\$27 (\$30)

These bandings used to be 15-84 nights and 85 nights plus. Lowering the threshold gives more guests access to the best value option.

Introducing the new Dining and Drinks Option.

Dining & Drinks option exclusively for Full World Voyage guests and guests booked on voyages for longer than 75 nights or longer.

Enjoy unlimited drinks with breakfast, lunch, and dinner for \$27 (\$30 if purchased on board) per person, per day. Available exclusively for Full World Voyage guests on board for 75 nights or more.

You can enjoy all beers and wines by the glass, each retailing up to \$13.50 per serving, as well as soft drinks, speciality hot drinks, and non-alcoholic cocktails. Plus, take advantage of a 20% discount on any drinks not included in the Dining and Drinks Option.

**Available to guests who have booked 75 nights or longer. Term and conditions apply.*

Systems Live Date

The above updates are currently active and the Dining & Drinks Package is available for booking via the contact centre on POLAR, with direct MyCunard booking functionality under development, however unlikely to be an option for this year.

Assets



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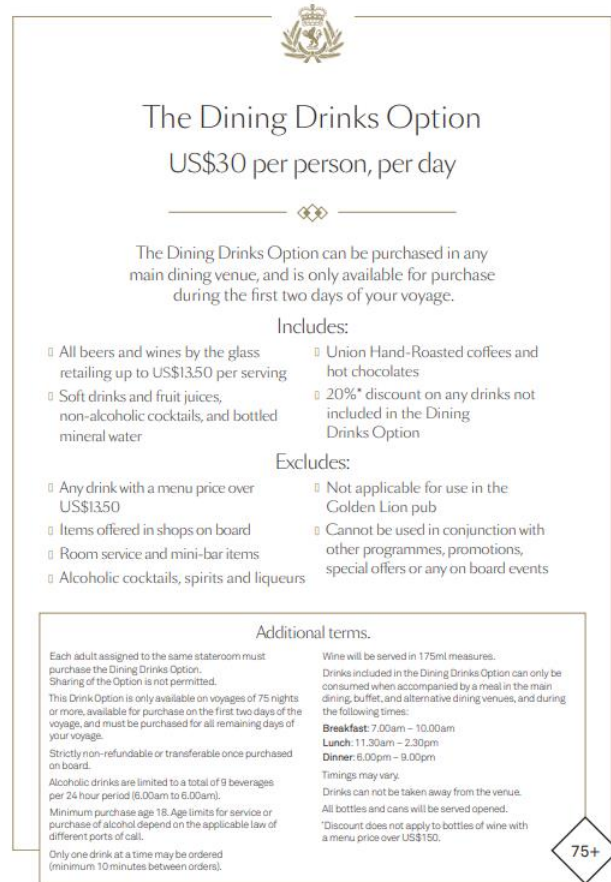
A world of drinks

The Dining
Drinks Option*
US\$30
per person, per day
(inclusive of 15% service charge)

Full World Voyage guests can enjoy an incredible array of beers, wines, soft drinks, mineral water, speciality hot drinks, and non-alcoholic cocktails up to the value of US\$13.50. Served with breakfast, lunch and dinner in the main dining, buffet, and alternative dining rooms.

*available to guests who have booked 75 nights or longer.

QUEEN MARY 2 QUEEN VICTORIA QUEEN ELIZABETH QUEEN ANNE



The Dining Drinks Option

US\$30 per person, per day

The Dining Drinks Option can be purchased in any main dining venue, and is only available for purchase during the first two days of your voyage.

Includes:

- ☐ All beers and wines by the glass retailing up to US\$13.50 per serving
- ☐ Soft drinks and fruit juices, non-alcoholic cocktails, and bottled mineral water
- ☐ Union Hand-Roasted coffees and hot chocolates
- ☐ 20%* discount on any drinks not included in the Dining Drinks Option

Excludes:

- ☐ Any drink with a menu price over US\$13.50
- ☐ Items offered in shops on board
- ☐ Room service and mini-bar items
- ☐ Alcoholic cocktails, spirits and liqueurs
- ☐ Not applicable for use in the Golden Lion pub
- ☐ Cannot be used in conjunction with other programmes, promotions, special offers or any on board events

Additional terms.

Each adult assigned to the same stateroom must purchase the Dining Drinks Option. Sharing of the Option is not permitted.

This Drink Option is only available on voyages of 75 nights or more, available for purchase on the first two days of the voyage, and must be purchased for all remaining days of your voyage.

Strictly non-refundable or transferable once purchased on board.

Alcoholic drinks are limited to a total of 9 beverages per 24 hour period (6.00am to 6.00am).

Minimum purchase age 18. Age limits for service or purchase of alcohol depend on the applicable law of different ports of call.

Only one drink at a time may be ordered (minimum 10 minutes between orders).

Wine will be served in 175ml measures. Drinks included in the Dining Drinks Option can only be consumed when accompanied by a meal in the main dining, buffet, and alternative dining venues, and during the following times:

Breakfast: 7.00am – 10.00am
Lunch: 11.30am – 2.30pm
Dinner: 6.00pm – 9.00pm

Timings may vary.

Drinks can not be taken away from the venue. All bottles and cans will be served opened. *Discount does not apply to bottles of wine with a menu price over US\$150.

75+



Dining and Drinks Option

Enjoy unlimited drinks with breakfast, lunch, and dinner for \$27 (\$30 if purchased on board) per person, per day. Available exclusively for Full World Voyage guests on board for 75 nights or more.

You can enjoy all beers and wines by the glass, each retailing up to \$13.50 per serving, as well as soft drinks, speciality hot drinks, and non-alcoholic cocktails. Plus, take advantage of a 20% discount on any drinks not included in the Dining and Drinks Option.

To book, please call us on 0344 338 8641.

FAQs

1	Are there any changes to the World of Drinks packages?	The threshold for longer voyage duration packages have been amended for the upper two bands – now 15-74 nights / 75 nights and above. In addition, there is a new package called “The Dining & Drinks Option”
2	Can I pre-order the Dining & Drinks Package option?	Yes, you can pre order the Dining & Drink Package Option via calling the contact centre up to 3 days before your voyage departs. MyCunard ordering is currently under development.
3	Why has this change been made now?	This change has been made in order to appeal to guests booked on longer voyages and full World Voyages.
4	Can I use the Dining & Drinks Package in Bars onboard?	The Dining & Drinks Package is only redeemable in the Dining Rooms at breakfast, lunch and dinner in the main dining, buffet, and alternative restaurants. It is not redeemable in the Bars or Golden Lion Pub.
5	When will this be available to purchase?	The Dining & Drinks Option is available for purchase now via the contact center and will soon be available for self-purchase via MyCunard.
	Can only one person in a stateroom buy any of these packages?	Each adult assigned to the same stateroom must purchase the same Drinks Option. Sharing is not permitted.
	Can I buy a World of Drinks package at any time during my voyage?	The packages may be pre-purchased up to 4 days prior to boarding the vessel and is offered on board on the first 2 days of your voyage. Packages cannot be purchased after this.
	Can I buy a package on a day or weekly basis?	No, these packages are not offered on a per day or per week basis. If chosen, packages are only available for the full duration of your voyage.
	Are these packages refundable if I change my mind?	These packages are STRICTLY NOT refundable or transferable once purchased on board. If the package is purchased prior to the voyage, it is refundable no later than 3 days prior to departure. A full refund will be applied to the credit/debit card used to make the original payment.

Contact

If you have any questions regarding the updates, please contact Cunard Dining & Development Manager, [James Waters](#).