



100% of PONANT fleet in operation since 28 May



The 2022 summer season has got off to a good start for PONANT, with all ships operational since 28 May and sales gaining momentum.

PONANT's 12-strong fleet of ships back out at sea

In the Arctic, Northern Europe, Mediterranean, Australia and Polynesia, all 12 ships and their crews are happy to be out at sea again offering guests the best PONANT experience. On 28 May, *Le Soléal*, the last in the fleet to resume operation, sailed from Darwin on a new cruise to explore the Kimberley, one of Australia's wildest and most unspoiled regions.

New travel customs

"Our customers are expressing a strong desire to travel. Bookings are steadily coming in again with requests for quotes up compared to 2019 and a higher conversion rate," says Hervé Bellaïche, Chief Sales, Marketing & Communication Officer at PONANT. *"At this point in the season, bookings for summer 2022 are above 80%".*

As different regions emerge from the health crisis, the company is also seeing shorter booking windows and an increase in last minute bookings. The PONANT brand is a guarantee of excellence and the efforts made, particularly in the last few years, have resulted in a reputation that is attracting new customers and excellent satisfaction rates.

Obligation to wear masks lifted

As the health situation improves and in line with the latest provisions of health authorities, wearing masks is no longer compulsory indoors or outdoors aboard PONANT ships. However, wearing masks is still recommended. *

Explore to inspire, a new strategy positioning PONANT at the forefront of the travel industry

In 2022, PONANT launches its new *Explore to inspire* signature affirming its commitment to offer inspiring meaningful voyages for a discerning clientele that is aware of ecological issues.

“Explore to inspire embodies our philosophy to travel with a purpose. Explore to better understand, learn, share and protect is the very essence of our values. Small capacity ships, eco-design, slow travel, an awakening to knowledge, and working closely with local players are the ingredients of tomorrow’s cruise model as exemplified by PONANT,” stresses Hervé Gastinel, CEO of PONANT.

** Wearing a mask is still compulsory where required by local authorities*

ABOUT PONANT

Explore to inspire: explore to better understand, learn, share and protect. PONANT has been committed to responsible tourism, and purposeful voyages of exploration for over 30 years. The French-flagged fleet comprises 12 small capacity ships and a luxury sailing yacht, *Le Ponant*, fitted with the latest environmental technologies. With PONANT, the journey of exploration is always elegant, authentic, and inspiring. For more information: www.ponant.com

Press contacts | Laure Foulatier +33(0)4 88 66 64 38 | Justine Fraticelli +33(0)4 88 91 35 56 | presse@ponant.com

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