



Le Jacques-Cartier: a prestigious setting for TAG Heuer in Monaco



The prestigious Swiss watch brand chartered *Le Jacques-Cartier* for the Monaco F1 Grand Prix, of which TAG Heuer has been a partner since 2011. Moored on Quai Albert 1^{er}, *Le Jacques-Cartier's* accommodation, common areas and uninterrupted view of the circuit were available throughout the event to TAG Heuer and their guests.

French luxury and privileged access to the race

On the occasion of the legendary Monaco Grand Prix, TAG Heuer came back to the Principality for a weekend of celebrations around motorsports. Wishing to host guests in an exceptional setting in line with its brand identity, TAG Heuer chose to hire one of the ships of the PONANT EXPLORER series for the duration of the event.

Le Jacques-Cartier has 92 staterooms and suites, all with a balcony or private terrace. The welcoming cosy ambiance embodies the image of French luxury to perfection. Aboard, TAG Heuer's guests enjoyed all the elegance and refined hospitality for which PONANT is renowned, a stone's throw from the city centre.

The ship's positioning on Quai Albert 1^{er} also offered an exceptional view of the Principality and above all the circuit, the largest section of which is around the main harbour, Port Hercule. Conditions were therefore ideal for guests to watch the qualifying sessions and the Grand Prix.

An impeccable welcome for varied event formats

Different areas for events on *Le Jacques-Cartier* were fully employed to organise several public and private functions for 90 prestigious guests including actors, athletes, influencers, ambassadors, and partners of the brand over the four days. Among them were Patrick Dempsey, Simone Ashley and Jacob Elordi. There were also special events for the international press.

On the eve of the Grand Prix, Friday 27 May, TAG Heuer organised a private concert with several upcoming artists performing, including the young Belgian singer Claire Laffut, Parisian DJ Piu Piu and the DJ and composer Lost Frequencies.

Be it an intimate breakfast, press conference or prestige reception, the ship has the facilities to host all kinds of events in her two restaurants, panoramic lounge, theatre, outdoor areas, terraces, and pool. She also offers original experiences with her underwater multi-sensorial lounge and wellness area, while talented chefs supported by well-rehearsed teams offering impeccable service ensure a top-end experience to the highest standards. Within the company, there's a team dedicated to organising prestigious events on PONANT ships all over the world.

[Watch the video of the event](#)

For more information about PONANT groups and chartering services: groups@ponant.com

ABOUT PONANT

Explore to Inspire: explore to better understand, learn, share and protect. For more than 30 years, PONANT has been committed to more responsible tourism and voyages of exploration which have meaning. The French-flagged fleet comprises 13 small capacity ships equipped with state of the art environmentally friendly equipment. With PONANT, exploration is refined, authentic and a source of inspiration. For more information www.ponant.com

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