

Avolta extends collaboration with Norwegian Cruise Line



Leading travel experience company Avolta has been chosen as the main retail partner by Norwegian Cruise Line (NCL), expanding its presence across nearly the entire NCL fleet and strengthening the company's cruise portfolio.

Avolta has claimed new contracts of four NCL ships as well as renewing existing contracts for 14 other NCL ships. The new contracts include Norwegian Viva, Norwegian Prima, Norwegian Star, and Norwegian Encore. Avolta has also been tapped to serve as the retail partner for NCL's next Prima Class newbuild, Norwegian Aqua, which is set to debut in 2025.

These contract wins represent a significant accomplishment for Avolta, which will now operate on 18 of NCL's current 19-ship fleet as the company's main duty-free operator. The shops will offer the full range of core categories including Perfumes & Cosmetics, Liquor & Tobacco, Luxury Accessories, and Jewelry & Watches. Internationally renowned and luxury brands will continue to be strongly represented to meet customer demand, including guest favorites in retail shops around the fleet such as Bulgari, Cartier, Panerai, Hublot, Tag Heuer, Breitling, IWC, Pandora, John Hardy, Swarovski, and Preloved Handbags.

Gian Botteri, Head of Cruise Division at Avolta, said, "These contract wins represent a long-term partnership with NCL and Avolta, with our stores now on board across almost the entire NCL fleet. We are extremely honored to have been chosen as the main partner for Norwegian Cruise Line and would like to thank them for the trust they have shown in us.

"At Avolta, we strive to make the journey as exciting as the destination, and look forward to playing our part in creating shopping environments that are welcoming, luxurious, and offer unique

products and experiences for each and every guest. We are committed to delivering customers with more of what they love and want, and contributing to the lifelong memories they create, when they are sailing aboard the ships in NCL's impressive and expanding fleet."

Craig Steyn, Vice President of on board revenue operations for Norwegian Cruise Line, commented, "We are pleased to expand our partnership with Avolta, their proven ability to provide a world-class retail experience is a great match for our Guest First philosophy, in which we strive to deliver our guests more of what they love at every stage of their journey with us. The expansion of our partnership with Avolta will allow us to build on NCL's current retail experience and offer our guests more variety and choice within our fleet's shopping spaces and in the hopes of enhancing our guests overall cruise experience."