



MEET OUR SAILORS

Virgin has always been about 'inclusive exclusivity'. As the people's brand, everybody 18 plus is welcome. Our Sailors are pioneers who are creative, live for discovery, don't mind a bit of pampering, journey with open minds and see connection with others as a key element of every trip away.



CALLING EAGER EXPLORERS

Sailors are invited to get onboard with an irresistible adult-by-design experience at sea where tranquility meets curiosity. Restorative mornings or late nights under the stars — it's all about balance their way.

Set Sail, The Virgin Way.

SAILORS BOOKING US TODAY

Most booked sailors are between 30-60 years old. About 80% have cruised before but are interested in a new way to set sail. The other 20% are excited to try a cruise designed the Virgin way because they know all about our brilliant service and incredible value.

However the biggest reason people are booking us is that they know that Virgin always delivers extraordinary experiences. From our super yacht inspired design, to gourmet moments foodies will die for, to immersive never before seen entertainment - this is a one-of-a-kind adults only sanctuary.



OUR SAILORS LOVE TO:

- Be surrounded by gorgeous design
- Splurge on quality experiences and collect them as a badge of honor #instamoments
- Try the new and hot places to eat out
- Embrace the richness and diversity the world has to offer
- Be treated like Rockstars with service that feels luxe but isn't stuffy or formal
- Find intimate places and discover bespoke moments that avoid the 'mediocrity of mass'
- Indulge in extraordinary experiences that don't nickel and dime them

OTHER LUXE BRANDS THEY LOVE

Cars: Tesla, Audi, Range Rover, VW, Mini
 Hotels: W Hotels, The Standard, Canopy, Indigo, Mondrian, Citizen M, Edition, The Cosmopolitan
 Tech: Apple Watch, iPhone, Android, Amazon, Nest, Beats
 Lifestyle: Mac Cosmetics, Moët & Chandon, Barista Coffee, Soul Cycle, Lululemon

ALL OF THIS IS 'ON US'



Tips



Unlimited WiFi



All Restaurants (No Upcharges)



Group Fitness Classes



Still/Sparkling Water, Drip Coffee, Teas, Non Pressed Juices, Sodas