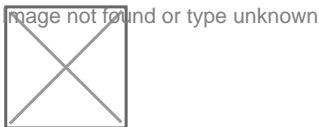


Bringing Ambition to Bristol: Ambassador Cruise Line's Grand Arrival at Bristol Port

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Bristol Port was excited to provide a warm welcome to Ambassador Cruise Line's latest majestic vessel, 'Ambition' on 5th September.



After the launch of 'Ambition,' this past May, the ship is now embarking on its inaugural sailing from the West on a British Isles Discovery sailing.

For the arrival, Svitzer's powerful tugboats performed a majestic water cannon display, as the ship began to enter the lock. To add a melodious touch to the occasion, resident musician Spencer Flay serenaded guests and onlookers from the quay wall, setting the perfect mood for the ship's arrival. Meanwhile the Port's team of dedicated cruise volunteers were on hand to provide assistance.

Ambassador Cruise Line specialises in crafting no-fly itineraries and offers a range of sailings, from adult-only cruises to multi generational adventures during school holidays, making it a perfect choice for families seeking quality time together. In the upcoming cruise season, Ambassador plans to host six sailings departing from Bristol, with an expected 7,440 guests from the region preparing to embark on unforgettable journeys across the seas.

James Stangroom, Director at The Bristol Port Company, expressed his excitement, saying, "We are pleased to welcome Britain's newest cruise line to Bristol Port, giving local residents of the West a quality range of no-fly cruises from the Port."

Kathryn Davis, Managing Director of Visit West, shared her delight in welcoming 'Ambition' to Bristol and highlighted the positive impact it would have on the visitor economy in the region. "Not only does her schedule allow for those locally to enjoy exceptional experiences, but it also benefits international visitors and those from within the UK who can combine their cruise with a stay in the Bristol and Bath area beforehand," she said.

Christian Verhounig, CEO of Ambassador, emphasised the cruise line's unique premium value offering and its reputation for providing the warmest welcome at sea. "Adding another ship to our fleet is evidence of the strength of both Ambassador and the wider cruise industry. Demand for sailings from the West has been very strong, indicating that holidaymakers see a holiday as a necessity, not a luxury, and are eager to get away," Verhounig added.

'Ambition' setting sail from Bristol is a significant milestone in Ambassador's regional departure program. With nine out of ten guests recommending a sailing with the cruise line, Ambassador is ready to provide guests from the region with the warmest welcome at sea in the months and years to come. As the world of travel evolves, Ambassador Cruise Line continues to be a popular choice among both new and seasoned cruisers, thanks to its competitive prices and the convenience of departing from the UK, where the onboard currency is in pound sterling. Bristol Port and 'Ambition' are poised to offer travelers a delightful escape, promising unforgettable adventures on the high seas.

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