



ENJOY YOURSELF

VOYAGES OF
EXPLORATION

AMBASSADORTM
CRUISE LINE

WHERE WILL YOU ENJOY YOURSELF NEXT?

GET IN TOUCH AT
ambassadorcruiseline.com



AMBIENCE



WE
ARE THE
WARMEST
WELCOME
AT SEA



AMBITION

THE AMBASSADOR EXPERIENCE

We are Ambassador. The premium-value, no-fly cruise line where you can enjoy an authentic experience and the warmest welcome at sea.

We are passionate about protecting our oceans and destinations, which is why our ships comply with the highest industry emission standards and why there is no single-use plastic on board. Our fleet is IMO Tier III compliant, making it possible for them to sail to the most environmentally protected areas around the world. Join us on our journey to a more sustainable industry.

Along the way, you will receive the warmest of welcomes from our

Ambassador community as you sail upon the friendliest ships afloat. We've curated an atmosphere that encourages guests to form long-lasting friendships with both fellow guests and the crew themselves, making uncovering global treasures all the more enjoyable. There really is something for everyone on board an Ambassador cruise.

So, all that is left to ask now is:

Where will your next adventure begin?



THE BETTER WAY TO TAKE OFF

No-fly cruising from seven regional UK ports means you can start your holiday sooner.



VOYAGES OF EXPLORATION

Discover breathtaking destinations and authentic experiences to suit all tastes.



AMAZING ENTERTAINMENT

We know how to put on a show.



OUTSTANDING DINING AND DRINKS

From Executive Chefs to cocktail makers, dining and drinks are designed with you in mind.



UNBEATABLE VALUE

We believe quality shouldn't have to come at a high price.

*In the event of your cruise being cancelled, you will be guaranteed a full refund.



- Refund Guarantee*
- Financial protection insurance in place to cover all guests' bookings add (Cover includes bookings from Australia & New Zealand)
- Book with just a deposit, then nothing to pay until 90 days prior to sailing unless sailing is within that period
- Money held in a trust account
- Enhanced Health & Safety protocols

Our Awards

As Britain's newest cruise line, having only been operating since April 2022, we are honoured and so grateful to all our guests and trade partners who voted.



Best No-Fly Cruise Line, Bronze
British Travel Awards 2022



Best Value For Money (Ocean)
Cruise Critic 2022 Editor's Picks



Best UK Mid-Size Cruises Overall
Cruise Critic 2023 Cruiser's Choice

INTRODUCING AMBIENCE

Here she is, our flagship of the fleet, our first lady of the sea: Ambience. Derived from the French word for 'surrounding', our ambition at Ambassador is to create the optimum atmosphere on board; one that brings out the best in each of us. The perfect ambience.

With an average 1,400-guest capacity and careful configuration, she offers both a feeling of spaciousness and freedom. Experience this as soon as you step into Centre Court, where the laid-back atmosphere and stylish interiors greet you with the warmest of welcomes.

Entertainment-wise, she really will spoil you for choice. World-class performers are waiting in the wings at The Palladium and parties after dark are warming up in The Observatory. Whether you like it shaken or stirred, she has numerous bars to whet your whistle, including speakeasy-style Raffles Bar, the forever elegant Botanical Lounge, SW19, and, of course, the iconic Purple Turtle Pub.

Dining options are plentiful at our decadent Buckingham restaurant or Borough Market, where cuisine options from all around the world will spoil you for choice. Enjoy a medley of flavours either inside with a beautiful sea view or al fresco soaking up the sunshine. Wining and dining are more than fine at Saffron*, Sea & Grass* or our deluxe Chef's Table* too, where we offer a speciality gastronomic experience that's not to be missed.

Put your best cards forward at Aces & Eights card room and the Ambassador Casino, or revive and renew at the gym and Green Sea Spa. Other facilities include Kapoor's, our onboard crafting studio, Brontë's library, the shopping galleria, Partnership Lounge, salon, not to mention a swimming pool too, hot tubs and a large outdoor screen for all sorts of fun.

Sound good?



INTRODUCING AMBITION

Here she is, our second lady of the sea, Ambition. Aptly named to further emphasise our commitment to pioneer a new era of cruising where guests can enjoy an authentic experience effortlessly, and sustainably.

Offering the warmest of welcomes and a 1,200-guest capacity, there's a unique sense of intimacy upon this smaller-sized ship, carefully configured to cater for any mood you may be feeling at sea.

If unwinding is on your agenda, then why not kick back in one of our lounges? We have the timeless Cavern offering live cabaret, gameshows and light entertainment, and the stylish cocktail Clifton Lounge serving all your favourite tipples, and the Pool Bar and Consulate Bar are perfectly positioned for you to soak up the rays. Other bars include The Angel Bar overlooking reception. And, for all your pre and post-theatre moments, we have the elegant Pendennis bar, and the Purple Turtle Wine Bar.

Speaking of theatre, we have an exciting entertainment programme at The Palladium ready to whisk you away to new worlds full of song, dance, comedy, and wonderful storytelling with the Ambassador Theatre Company. There's also Grafton Street, our arts, crafts and activity area, No.10 Conference Room perfect for meetings, Aces & Eights ideal for many a hand of cards, Brontë's library, the shopping galleria, fitness centre, an exterior jogging and walking track, swimming pool, splash pool and active pool. And to extend that feeling of rejuvenation, we have our Green Sea Spa on board, offering a sauna, steam room, hair salon and a range of restoring spa treatments.

Dining options really will spoil you for choice, especially at Buckingham restaurant and Holyrood, our two main dining rooms. We also have Borough Market, our more casual dining choice with delicious and ever-changing delicacies from around the world. For those wanting to give their taste buds an extra tingle, we have our speciality restaurants Saffron* and Lupino's* offering outstanding gastronomic experiences.

Question is, where will you head to first?



DISCOVER OUR CABINS

Our premium-value cabins are where we want you to feel most comfortable. Your restful haven where you can look forward to returning to after an enjoyable day onshore or a busy day at sea. We offer a number of different accommodation grades, varying in size and deck locations, but no matter what cabin you choose, each is guaranteed with an impressive array of amenities and personal touches.

Our cabins are more spacious to cater to today's climate, averaging 17-18 square metres on Ambience, and 20 square metres on Ambition, with cabin types broadly classified as Standard, Superior, Premium or De Luxe.

Our dedicated housekeeping team clean cabins once a day with an evening turn down service (Ambience) and provide 24-hour room service at a supplementary cost. All our cabins are air-conditioned with en-suite facilities, including a shower and ample storage space with room under the beds to store suitcases.

All cabins have a range of impressive amenities and personal touches. Make yourself at home with tea and coffee making facilities and take advantage of the hair dryer, personal safe, UK three-pin electrical sockets and USB port. There is also a flat screen TV for all your entertainment needs, including a range of house movies, news, documentaries and ship information channels. So, why not sit back and watch the ship position and routing from your humble abode on board?



OUTSTANDING CUISINE

From Executive Chefs to talented bar staff, dining and drinks on board are designed with you in mind. Our carefully crafted menus blend traditional fare with locally inspired dishes, giving you a taste of the finer things in life. And you will enjoy exceptional service and authentic flavours every day, as outstanding cuisine shouldn't have to come at a high price.

We've got venues for every mood, from the elegant Buckingham and Holyrood (Ambition) restaurants offering sophisticated options catered to all, to Borough Market where flavours from around the world come together, allowing you to craft your own unique dining experience. Why not expand your taste buds at one of our speciality restaurants? We have Saffron*, offering exceptional Indian fusion cuisine, and premium fine dining in Sea & Grass* and a taste of the Mediterranean in Lupino's* (Ambition).

Then there is the pinnacle of dining with Ambassador, The Chef's Table*, which includes an exclusive galley tour, and the Executive Chef walking you through every course, talking about the inspiration behind the dish and its preparation.

Breakfast and lunch are generally served on an open seating basis, giving you and your appetite plenty of choice. With dinner, we operate two sittings, which can be requested when booking your cruise. If you have any dietary requirements, we can easily accommodate - just let us know in advance.



OUR DRINKS PACKAGES

To allow for greater savings and better budgeting, we highly recommend one of our onboard packages, which include service charges and gratuities. These can be purchased upon booking so that the hassle is taken out of your hands straight away.

Service/Item	Ambassador Experience Package	Ambassador Explorer Package	Ambassador Expedition Package	Ambassador Adventurers Package (Children)
Gratuities & Service Charges for the duration of your cruise	●	●	●	
Non-Alcoholic Beverages including unlimited soft drinks	●	●	●	●
House Brands from the bar list (by the glass)		●	●	
House Wines (Red, White & Rose)		●	●	
Premium Wines (Red, White & Rose)			●	
Premium Drinks from the bar list (by the glass)			●	
Premium Teas & Speciality Coffee			●	
50% Discount on Premium Drinks from the bar		●		
Standard, Pre-Cruise price per person, per night	from £20.95 pp	from £38.95 pp	from £44.95 pp	from £13 pp
Standard, Onboard price per person, per night	from £22.95 pp	from £43.95 pp	from £50.95 pp	from £15 pp
30-69nts, Pre-Cruise price per person, per night	from £18.95 pp	from £34.95 pp	from £40.95 pp	-
30-69nts, Onboard price per person, per night	from £21.95 pp	from £41.95 pp	from £47.95 pp	-
70nts and over, Pre-Cruise price per person, per night	from £17.95 pp	from £32.95 pp	from £38.95 pp	-
70nts and over, Onboard price per person, per night	from £19.95 pp	from £37.95 pp	from £42.95 pp	-



For full pricing and terms and conditions, please see our website. Pricing shown is indicative of a 5-29 night cruise, price per person, with package pre-booked ahead of departure. Drinks package prices are subject to change, please see our website for latest prices.

Cruise Code	Departure Date	Itinerary Name	Departure Port	Ship	Duration
A22405	07/04/2024	Spring Getaway	London Tilbury	Ambition	6
A22406BR	13/04/2024	Iberian Treasures & Seville Fiesta	Bristol Royal Portbury	Ambition	12
A22406FL	14/04/2024	Iberian Treasures & Seville Fiesta	Falmouth	Ambition	12
A22407BR	25/04/2024	Ireland Discovery	Bristol Royal Portbury	Ambition	7
A22407FL	26/04/2024	Ireland Discovery	Falmouth	Ambition	7
A22408BR	02/05/2024	Hidden Gems of France, Spain & Portugal	Bristol Royal Portbury	Ambition	11
A22408FL	03/05/2024	Hidden Gems of France, Spain & Portugal	Falmouth	Ambition	11
A12402	05/05/2024	British Isles Discovery	London Tilbury	Ambience	11
A22409BR	13/05/2024	Springtime Fjordland	Bristol Royal Portbury	Ambition	10
A22409FL	14/05/2024	Springtime Fjordland	Falmouth	Ambition	10
A12403	16/05/2024	A Taste of the Fjords	London Tilbury	Ambience	7
A22410BR	23/05/2024	Round Britain & France Discovery	Bristol Royal Portbury	Ambition	10
A12404	23/05/2024	Iceland's Land of Ice & Fire	London Tilbury	Ambience	12
A22410FL	24/05/2024	Round Britain & France Discovery	Falmouth	Ambition	10
A22411BR	02/06/2024	D Day 80th Anniversary Voyage	Bristol Royal Portbury	Ambition	6
A12405	04/06/2024	Round Britain D-Day 80th Anniversary Voyage	London Tilbury	Ambience	13
A22412BR	08/06/2024	Dublin Seacation	Bristol Royal Portbury	Ambition	3
A22413LV	11/06/2024	British Isles Discovery	Liverpool	Ambition	12
A22413BL	12/06/2024	British Isles Discovery	Belfast	Ambition	12
A12406	17/06/2024	Norway's North Cape & Land of the Midnight Sun	London Tilbury	Ambience	13
A22414LV	23/06/2024	Northern Isles & Fjordland Adventure	Liverpool	Ambition	11
A22414BL	24/06/2024	Northern Isles & Fjordland Adventure	Belfast	Ambition	11
A12407	30/06/2024	British Isles & Ireland Discovery	London Tilbury	Ambience	14
A22415LV	04/07/2024	Iceland's Land of Ice & Fire	Liverpool	Ambition	11
A22415BL	05/07/2024	Iceland's Land of Ice & Fire	Belfast	Ambition	11
A12408	14/07/2024	Majestic Fjordland	London Tilbury	Ambience	8
A22416LV	15/07/2024	Hidden Gems of France, Spain & Portugal	Liverpool	Ambition	12
A22416BL	16/07/2024	Hidden Gems of France, Spain & Portugal	Belfast	Ambition	12
A12409	22/07/2024	British Isles Discovery	London Tilbury	Ambience	12
A22417LV	27/07/2024	UK & Ireland Getaway	Liverpool	Ambition	5
A22417BL	28/07/2024	UK & Ireland Getaway	Belfast	Ambition	5
A22418LV	01/08/2024	Scottish Islands & Edinburgh Festival	Liverpool	Ambition	7
A22418BL	02/08/2024	Scottish Islands & Edinburgh Festival	Belfast	Ambition	7
A12410	03/08/2024	Summertime Multi-Generational Fjordland ☺	London Tilbury	Ambience	7
A12411	10/08/2024	Multi-Generational Iberian Treasures & North Africa ☺	London Tilbury	Ambience	12
A22420ED	15/08/2024	Northern Isles	Edinburgh Leith	Ambition	6
A22421NC	21/08/2024	Summertime Fjordland	Newcastle Tyne	Ambition	7
A22421DD	22/08/2024	Summertime Fjordland	Dundee	Ambition	7
A12412	22/08/2024	Bank Holiday Escape	London Tilbury	Ambience	5
A12413	27/08/2024	Summertime Fjordland	London Tilbury	Ambience	7
A22422NC	28/08/2024	British Isles & Ireland Discovery	Newcastle Tyne	Ambition	12
A22422DD	29/08/2024	British Isles & Ireland Discovery	Dundee	Ambition	12
A12414	03/09/2024	British Isles Discovery	London Tilbury	Ambience	11
A22423NC	09/09/2024	Autumn Fjordland	Newcastle Tyne	Ambition	7
A22423DD	10/09/2024	Autumn Fjordland	Dundee	Ambition	7
A12415	14/09/2024	Hidden Gems of France, Spain & Portugal	London Tilbury	Ambience	12
A22424NC	16/09/2024	Hidden Gems of France & Spain	Newcastle Tyne	Ambition	14
A22424DD	17/09/2024	Hidden Gems of France & Spain	Dundee	Ambition	14
A12416	26/09/2024	Autumn Fjordland	London Tilbury	Ambience	7
A22425NC	30/09/2024	Treasures of Denmark & Sweden	Newcastle Tyne	Ambition	12
A22425DD	01/10/2024	Treasures of Denmark & Sweden	Dundee	Ambition	12
A12417	03/10/2024	Jewels of the Mediterranean	London Tilbury	Ambience	21
A22426NC	12/10/2024	Autumn Fjordland	Newcastle Tyne	Ambition	7
A22426DD	13/10/2024	Autumn Fjordland	Dundee	Ambition	7
A22427NC	19/10/2024	River Seine Experience & Antwerp	Newcastle Tyne	Ambition	8
A22427DD	20/10/2024	River Seine Experience & Antwerp	Dundee	Ambition	8
A12418	24/10/2024	Amsterdam City Break	London Tilbury	Ambience	3
A22428NC	27/10/2024	Treasures of Norway & Denmark	Newcastle Tyne	Ambition	11
A12419	27/10/2024	Haunts of Hamburg and Amsterdam	London Tilbury	Ambience	5
A22428DD	28/10/2024	Treasures of Norway & Denmark	Dundee	Ambition	11
A12420	01/11/2024	Norway's Land of the Northern Lights	London Tilbury	Ambience	14
A22429NC	07/11/2024	Norway's Land of the Northern Lights	Newcastle Tyne	Ambition	14
A22429DD	08/11/2024	Norway's Land of the Northern Lights	Dundee	Ambition	14
A12421	15/11/2024	Canaries, Cape Verde & Morocco	London Tilbury	Ambience	23
A22430NC	21/11/2024	Amsterdam & Antwerp City Break	Newcastle Tyne	Ambition	5
A22430DD	22/11/2024	Amsterdam & Antwerp City Break	Dundee	Ambition	4
A22431	26/11/2024	Spain, Portugal & Canaries Winter Sun	London Tilbury	Ambition	16
A12423	08/12/2024	German & Dutch Festive Sailing	London Tilbury	Ambience	5
A22432	12/12/2024	Festive Getaway	London Tilbury	Ambition	7
A12426	15/12/2024	Festive Getaway	London Tilbury	Ambience	5
A22433	19/12/2024	Christmas & New Year Iberia, Canaries & Morocco	London Tilbury	Ambition	21
A12427	20/12/2024	Christmas & New Year Canary Islands & Madeira	London Tilbury	Ambience	16
A12501	05/01/2025	Gems of the Caribbean Sea	London Tilbury	Ambience	40
A22501	09/01/2025	Cuba & Treasures of the West Indies	London Tilbury	Ambition	45
A12502	13/02/2025	Nordic City Escapes	London Tilbury	Ambience	12
A22502	23/02/2025	Norway's Land of the Northern Lights	London Tilbury	Ambition	14
A12503	24/02/2025	Classical Mediterranean	London Tilbury	Ambience	25
A22503	09/03/2025	Hidden Gems of France, Spain & Portugal	London Tilbury	Ambition	12
A12504	20/03/2025	Norway's Land of the Northern Lights	London Tilbury	Ambience	17
A22504	21/03/2025	Springtime Azores, Madeira & North Africa	London Tilbury	Ambition	21
A12505	06/04/2025	Springtime Norwegian Fjordland	London Tilbury	Ambience	12
A12506	17/04/2025	Easter Multi-Generational Getaway ☺	London Tilbury	Ambience	7
A12507	24/04/2025	Denmark & Norway Experience	London Tilbury	Ambience	7