



---

### THE RITZ-CARLTON YACHT COLLECTION SETS A NEW STANDARD FOR LUXURY AT SEA

*Taking the legendary hospitality of The Ritz-Carlton to the waters, The Ritz-Carlton Yacht Collection invites travelers to embark on an unparalleled journey of discovery, leading the way for a new era of ultra-luxury cruising*



**Fort Lauderdale, FL – The Ritz-Carlton Yacht Collection** sets sail into a new era of cruising, offering an ultra-luxury experience tailored for travelers seeking highly personalized journeys with thoughtful immersion into the cultures of each destination. Launched in October 2022 with the debut of *Evrima*, its inaugural superyacht, the collection has already left a lasting impression on the world of luxury travel. As it continues to expand, with two newbuild superyachts, *Ilma* and *Luminara*, slated to set sail in 2024 and 2025, respectively, The Ritz-Carlton Yacht Collection remains steadfast in its commitment to delivering unforgettable experiences.

"We are dedicated to delivering exceptional guest experiences that go beyond the ordinary. From the moment you step aboard to the moment you disembark, our curated itineraries and attentive service are sure to leave a lasting impression," says Jim Murren, Executive Chairman and Chief Executive Officer of The Ritz-Carlton Yacht Collection. "Whether you are seeking a relaxing retreat or an exhilarating adventure, we strive to make your journey one that will linger long after you have left the yacht."

The launch of The Ritz-Carlton Yacht Collection marked the first time a luxury hospitality brand made its foray into the cruising category. Grounded in the legendary service of The Ritz-Carlton and envisioned to seamlessly fuse the relaxed lifestyle of a yachting vacation with the immersive experience of a luxury resort, The Ritz-Carlton Yacht Collection harmoniously blends contemporary design, curated programming both onboard and ashore, and anticipatory service. Travelers enjoy one of the highest guest-to-crew and space-per-guest ratios in the cruising category, ensuring personalized attention and ample space to unwind and savor the journey.

“Innovation is a key pillar of The Ritz-Carlton brand promise,” commented Jenni Benzaquen, Senior Vice President and Global Brand Leader of The Ritz-Carlton and St. Regis Hotels and Resorts. “A new bar was set in super yachting when we introduced *Evrima*, marking our foray into ultra-luxury cruising, and quickly attracting guests, new and loyal, through our world-class, highly individualized itineraries. We are excited to continue delivering groundbreaking experiences to travelers as we expand our fleet of yachts and journey to new horizons.”

The superyachts have taken inspiration from the elegant aesthetics of private yacht design, with sleek exteriors and warm, sophisticated suites and communal areas. Interiors are flowing, airy, and with a residential feel, perfectly marrying form and function. All suites feature floor-to-ceiling glass windows and private terraces, among the most spacious at sea. Designed to offer travelers more time to explore ashore, The Ritz-Carlton Yacht Collection offers a more leisurely yachting style, promising the opportunity to uncover treasures, meander winding streets, discover galleries, indulge in authentic delicacies, and wholly enjoy each locale. Additionally, in each destination guests have the opportunity to enjoy private tours with local guides chosen for their insider access and knowledge for the ultimate, customizable adventure.

*Evrima* measures 624 feet (190 meters) and has 149 elegant suites, accommodating up to 298 guests. Greek for “discovery,” the yacht voyages to the Mediterranean and the Caribbean, depending on the season. Its intimate size permits access to some of the most coveted destinations, from St. Tropez to St. Barths. Travelers enjoy standout accommodations and a range of programming including a menu of revitalizing 111SKIN and ESPA spa treatments, watersports from the yacht’s marina while at anchor, and more. Among *Evrima*’s five exceptional dining options is S.E.A., designed by chef Sven Elverfeld of Aqua, the three-Michelin-starred restaurant at The Ritz-Carlton, Wolfsburg.

*Ilma*, meaning “water” in Maltese, is the second superyacht from The Ritz-Carlton Yacht Collection, slated to set sail in September 2024. Measuring 790 feet (241 meters), *Ilma* will accommodate up to 448 guests and feature 224 light-filled suites, all with private terraces. It will reveal two new, spacious upper suite categories measuring more than 1,000 square feet in size. In addition, *Ilma* will include five restaurants, six bars, a wine vault, a dynamic open-air space for entertainment and sunbathing on the top deck, and signature spaces found on *Evrima* such as an expanded marina with a new mezzanine feature and a Ritz-Carlton Spa®. *Ilma* is designed to authentically link guests with the scenic seascapes they sail, and the seaside harbors they discover. Complementing the itineraries travelers enjoy on *Evrima*, *Ilma* will visit the Mediterranean, Northern Europe, and the Caribbean, promising captivating escapes.

Poised to indulge travelers' wanderlust, *Luminara*, the third addition to portfolio, is anticipated to make its maiden voyage in July 2025. Derived from Latin origin, meaning "light," this superyacht will span 794 feet (242 meters), offering an airy retreat for up to 452 guests in 226 spacious suites, each with its private ocean-view terrace. Welcoming travelers with superior guest amenities, the onboard experience will feature curated and evolving world-class dining, an extensive wine collection, a signature Ritz-Carlton Spa, and an expanded dynamic marina providing direct and seamless access to the sea. Upholding The Ritz-Carlton's commitment to enriching experiences and legendary service, *Luminara* ensures an intimate journey with

one of the highest staff and space ratios. The latest yacht in the collection will invite guests to explore new and exciting destinations around the world.

Reservations for *Evrima*, *Ilma*, and *Luminara* are now open. For more information, please visit [ritzcarltonyachtcollection.com](https://ritzcarltonyachtcollection.com). For reservations, contact a Reservations Services Agent at (833) 999-7292 (U.S. & Canada) or contact your travel professional. Voyage prices vary based on the selected itinerary and season.

###

## **PRESS CONTACTS**

Meg Connolly Communications: [ritzcarltonyachtcollection@mcc-pr.com](mailto:ritzcarltonyachtcollection@mcc-pr.com)

The Ritz-Carlton Yacht Collection: [diana.gdula@ritz-carltonyachtcollection.com](mailto:diana.gdula@ritz-carltonyachtcollection.com)

## **ABOUT THE RITZ-CARLTON YACHT COLLECTION**

Designed to combine the luxury lifestyle of The Ritz-Carlton® with the casual freedom of a yachting vacation, The Ritz-Carlton Yacht Collection offers bespoke voyages in the Mediterranean, Northern Europe, and Caribbean, with select ports of call in Central and South America. Calling on unique and distinguished destinations, voyages typically span five to ten nights with more overnight calls, an all-inclusive onboard journey, and curated excursions ashore.

Its inaugural yacht, *Evrima*, embarked on its maiden voyage in October 2022. Measuring 624 feet in length, *Evrima* features 149 airy suites across various categories, each with a private terrace, creating a relaxed, casually elegant ambiance for up to 298 guests. Continuing the fleet's expansion, two new superyachts boasting among the highest space ratios per guest at sea, *Ilma* and *Luminara*, are slated to set sail in 2024 and 2025, respectively. Spanning 790 feet, *Ilma* will offer 224 spacious, light-filled suites of varying categories, accommodating up to 448 guests. Slated to make its 2025 debut, *Luminara* will join *Ilma* and *Evrima* on voyages to secluded harbors and iconic cities. Reflective of The Ritz-Carlton on land, each yacht features personalized service, elevated dining experiences, and exclusive amenities.

Private charter options are also available, allowing guests to craft a truly tailored journey. For more information, visit [ritzcarltonyachtcollection.com](https://ritzcarltonyachtcollection.com).