



VOYAGES

MARIAPIA SIERRA MENDIZABAL



Plantation, FL based cruise line owned by the **Virgin Group**

Established on December 4, 2014. The cruise line is scheduled to begin operations in 2020 out of **Port of Miami**

They have commissioned the **3 mid-sized cruise ships** with expected capacity of approx. **2,700** passengers each

Area Served: Caribbean Sea + **The Beach Club at Bimini**

Owner: **Sir Richard Branson**

Founded the **Virgin Group** in the 1970's, which controls more than 400 companies in various fields. Starting with the record label **Virgin Records**.

Net worth: **\$5.1 billion**

Refers to Virgin Voyages as a **“Rebellious lux”**. A space where passengers can enjoy themselves as a billionaire would do.

VIRGIN WHO?





LET'S MAKE
SHIP HAPPEN

WE ARE COMING FOR YOU...

“**Virgin Voyages** is for the people who are sophisticated and young at heart, people who want to have a good time”
- Sir Richard Branson

No kids allowed: 18+ yo passengers

Technology: Apps and tablets in every room, unlimited WiFi, use of social media and hashtags to attract clients

Instagrammable Spaces: Created by designers such as Roman & Williams, Concrete Amsterdam, and Tom Dixon



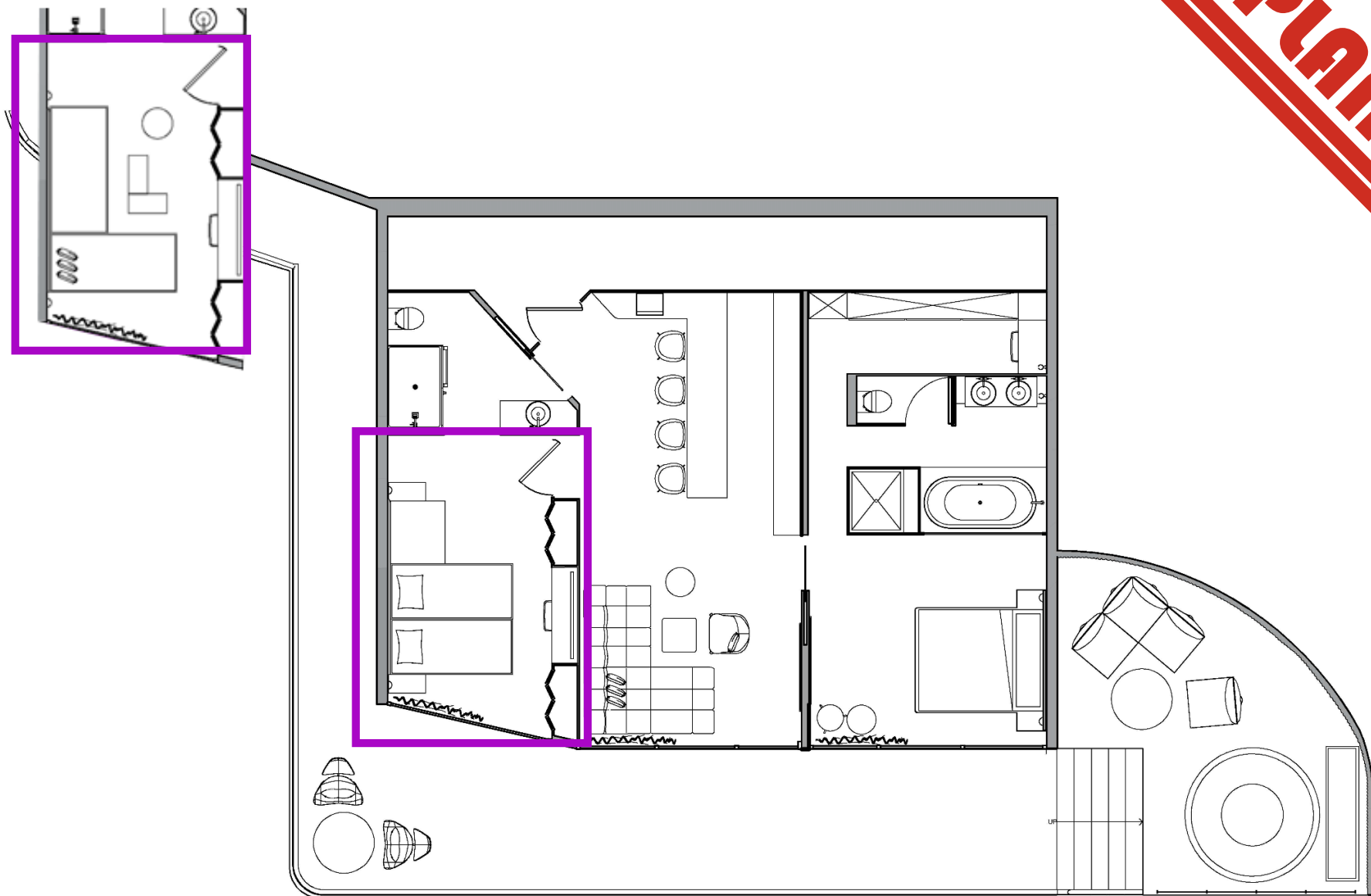
THE ROCKSTAR SUITE

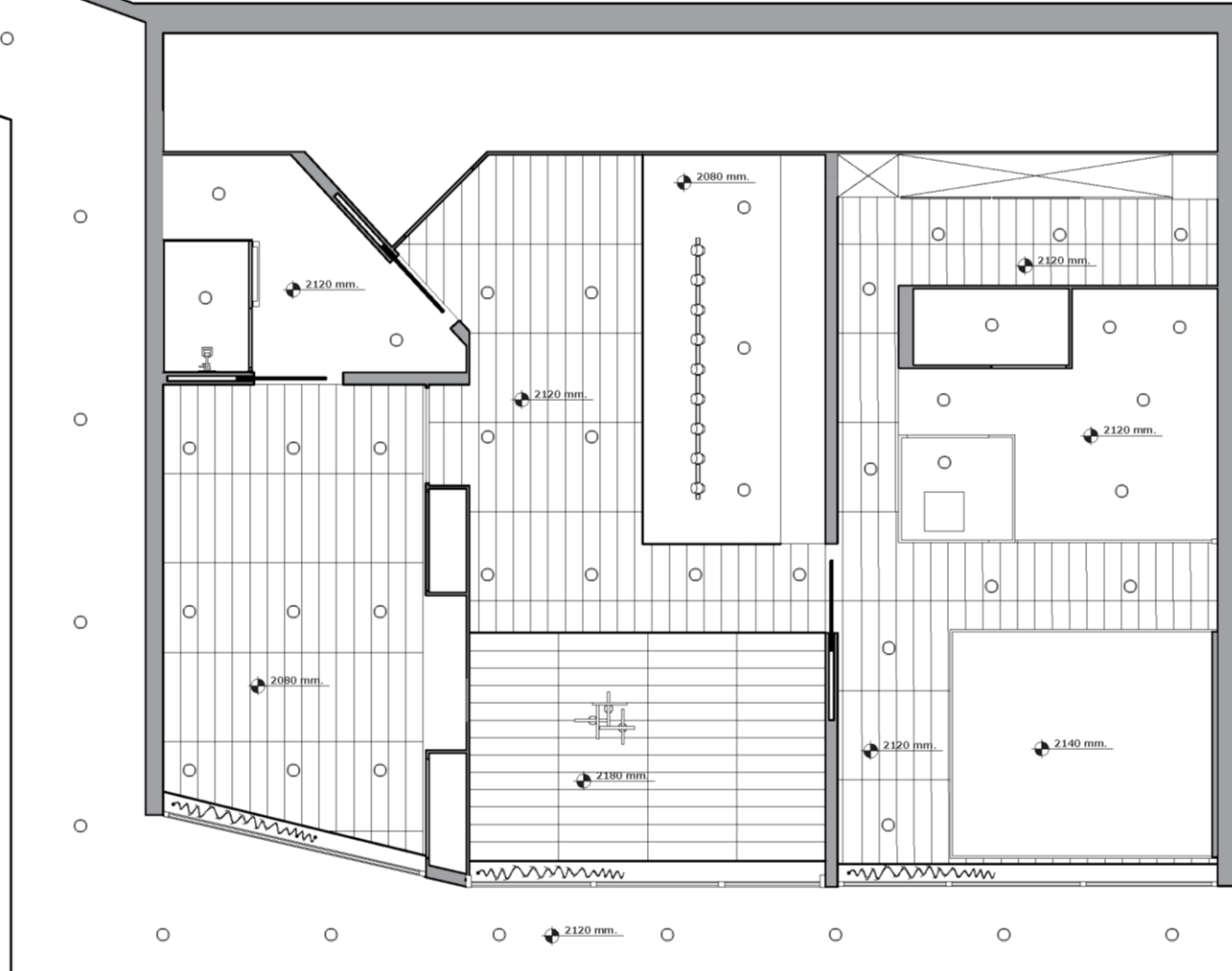
ROOTS

ENERGETIC

CONNECTION

FLOOR PLAN

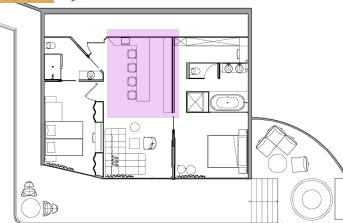




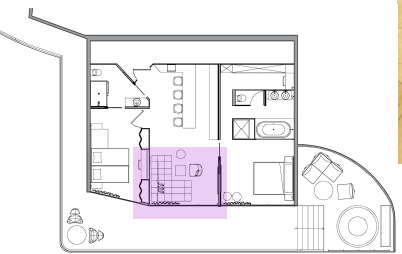
RCP



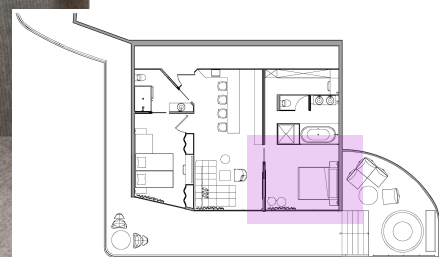
ROCKSTAR BAR



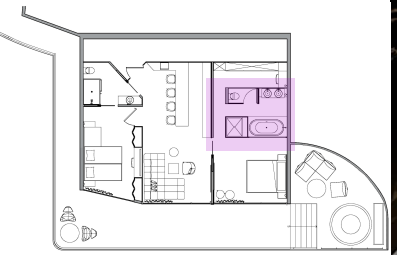
LIVING ROOM



Master Room

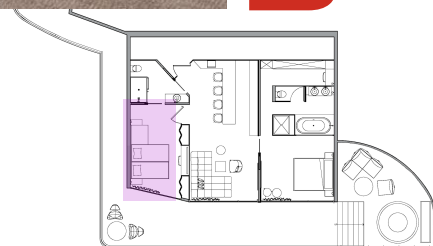


MASTER BATH

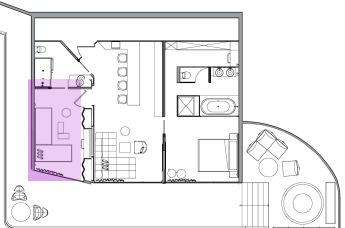




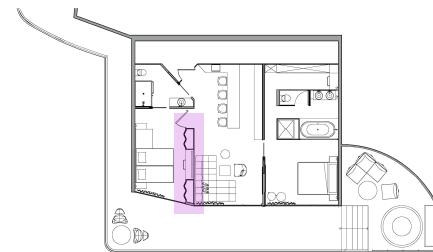
Bedroom



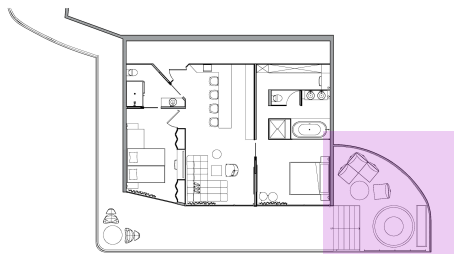
BEDROOM - LOUNGE



VANITY + TV



BALCONY





THANK YOU