

# Ocean Ambassadors

Ambassador Cruise Line is on a mission to become one of the most sustainable names in the business. That's why they're proudly partnered with ORCA, one of the UK's leading cetacean conservation charities.

**A**s Britain's freshest face in the business, Ambassador Cruise Line strives to do things differently. Recognising its duty to safeguard the places and oceans they explore, Ambassador has taken significant strides towards sustainability, including a ban on single-use plastic, embracing paperless alternatives and using locally sourced ingredients. This kind of green thinking reaches the depths of the engine room: its two ships, Ambience and Ambition, have been updated with the highest emission standards in the world (IMO Tier 3), putting Ambassador ships in the top 10–15% of environmentally sustainable ships worldwide.

## The Ambassador X ORCA pledge

In its quest to be at the forefront of sustainability in the industry, Ambassador has proudly partnered with ORCA, one of the UK's leading charities dedicated to studying and protecting whales, dolphins and porpoises in waters around the world. Together, they've created the Ambassador X ORCA Pledge, the first-ever anti-whaling campaign in the cruise world. From lobbying governments to end whale and dolphin hunts and commercial whaling, to ensuring all proposed shore excursions are whale-friendly, the pledge reflects Ambassador's strong stance on protecting our natural world



and its commitment to driving real, meaningful change in the cruise industry.

At the heart of ORCA's work is the evidence and data it's collected over the last three decades, which has successfully led to better protection for cetaceans. That's why, as part of this collaboration, two of ORCA's highly trained conservationists are joining selected Ambassador sailings on their quest for vital scientific data. Totalling over 500 days across 2023/24, they'll monitor crucial migratory routes, high-risk habitats and lesser-sampled seas, shedding light on the lives of these elusive



“Ambassador Cruise Line aims to inspire and delight every guest with a classic, yet sustainable, cruise experience”



animals. From the Bay of Biscay to ship strike hotspots surrounding the Panama Canal, the data gathered in these regions will steer campaigns for tougher measures to protect cetaceans.

When they aren't busy surveying the oceans, ORCA's passionate conservationists are sharing their fascinating knowledge through exciting onboard activities, bringing guests closer to these magnificent marine mammals – and the threats they're facing. They are also highlighting the incredible diversity of wildlife that can be spotted from the ship's deck, enabling guests to experience the ocean as a destination in its own right.

## Blending tradition and innovation

Ambassador offers a diverse range of exciting itineraries, from sun-soaked sailings across the Mediterranean and Caribbean to adventures in Greenland and Scandinavia. Their mid-sized, environmentally-conscious ships venture to ports beyond the reach of larger vessels, taking in more exclusive destinations missed by other cruise lines. And with departures from ports across the UK – including London Tilbury, Bristol, Belfast, Liverpool, Newcastle, Falmouth and Dundee – there's no need to endure the stress of lengthy airport queues or squeezing



everything into a carry-on bag.

You'll savour days at sea as much as those on land, thanks to Ambassador's array of onboard entertainment, from quizzes, book clubs and crafting by day to live music and dazzling West End-style shows by night. Or kick back and embrace the ocean's gentle sway as you sip a sunny cocktail out on deck or enjoy a quiet nightcap. Whatever your style and pace, Ambassador's spacious, adults-only ships are the perfect retreat to unwind and recharge.

Whether it's a voyage around the British Isles or a 120-night world circumnavigation, Ambassador aims to inspire and delight every guest with a classic, yet sustainable, cruise experience. Join Ambassador on its journey to more environmentally-friendly cruising.

## Exclusive 10% discount!

Quality, eco-conscious cruising doesn't have to come at a cost. Sailing from eight departure ports across the UK to a selection of inspiring destinations, Ambassador Cruise Line is the premium value, no-fly cruise line. Readers of *Butterfly* magazine can enjoy an extra **10%** discount on top of current fares and deals with the code **BUTTERFLY10**.

For ORCA sailings, visit [ambassadorcruiseline.com/cruise-types/orca](https://ambassadorcruiseline.com/cruise-types/orca)

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CRUISE LINE