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# CRUISING PERSPECTIVE

The World of Cruising for Industry Professionals



## CRUISE LINES

RIVERSIDE LUXURY CRUISES  
SCENIC LUXURY CRUISES & TOURS  
HAVILA VOYAGES

## DESTINATIONS

ODESA PORT  
CARIBBEAN  
PORTMIAMI

## SUPPLIERS

LARSEN TOUR  
DEPASSEIOS

## CRUISE EVENTS

STC Awards 2024: Excellence in the  
Cruise Industry



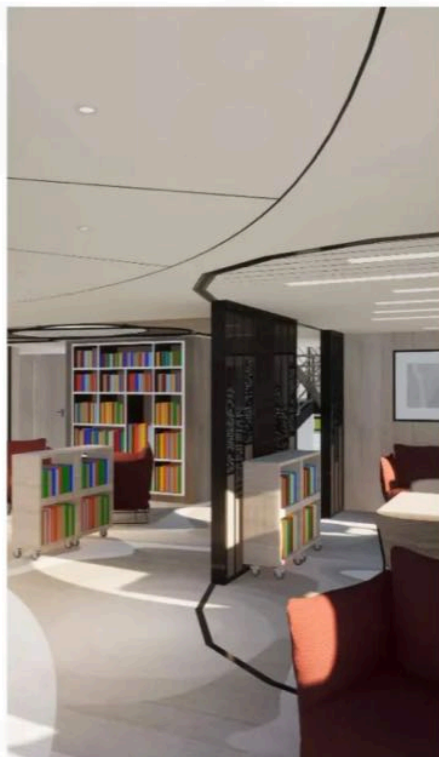
## Shipbuilding

# Transcend Cruises: the First Ship for the MICE Market

Text: Mara Di Dio  
Foto: Transcend Cruises

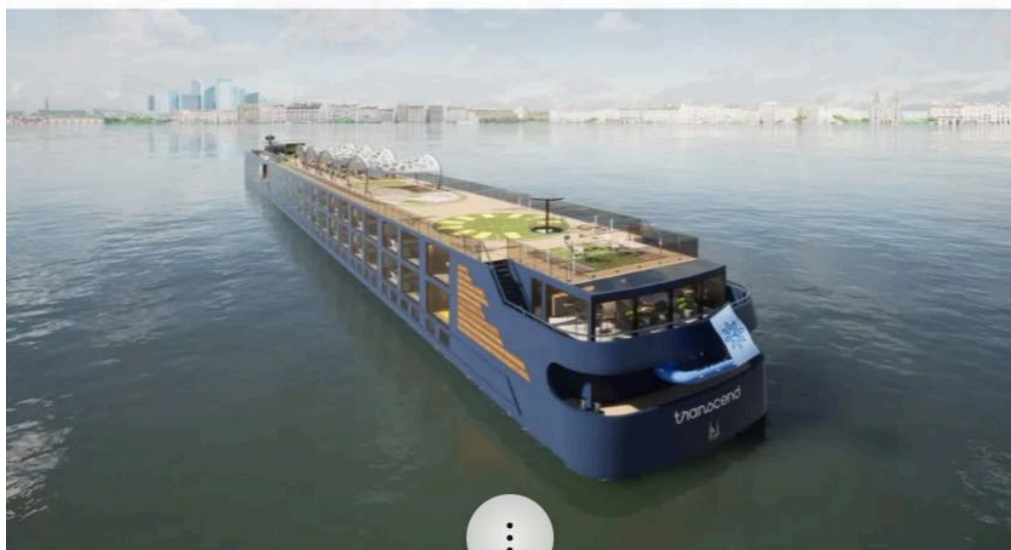
In the river cruise sector, a new collaboration is laying the groundwork for a major change. Transcend Cruises Inc., a river cruise company dedicated exclusively to B2B charter rentals, has signed a contract with the Den Breejen shipyard for the construction of its first river cruise ship specifically designed for the MICE (Meetings, Incentives, Conferences, and Exhibitions) and Affinity markets.

Transcend Cruises introduces an innovative and tailored business model for group travel. With a fleet of ships built to enhance well-being and a service customized for multi-day tours, meetings, and events, the company offers solutions that redefine the concept of river group travel. The first ship, scheduled for delivery in Q4 2025, will mark the beginning of a new era for the river cruise industry, with a second ship already planned for 2026, subject to additional funding. Transcend Cruises' ships, each 135 meters long, are designed to provide revolutionary spaces and services ideal for group markets. With a capacity of up to 120 guests, distributed across 60 spacious identical cabins that can be converted into suites, these ships offer unprecedented flexibility, allowing the charterer to tailor the



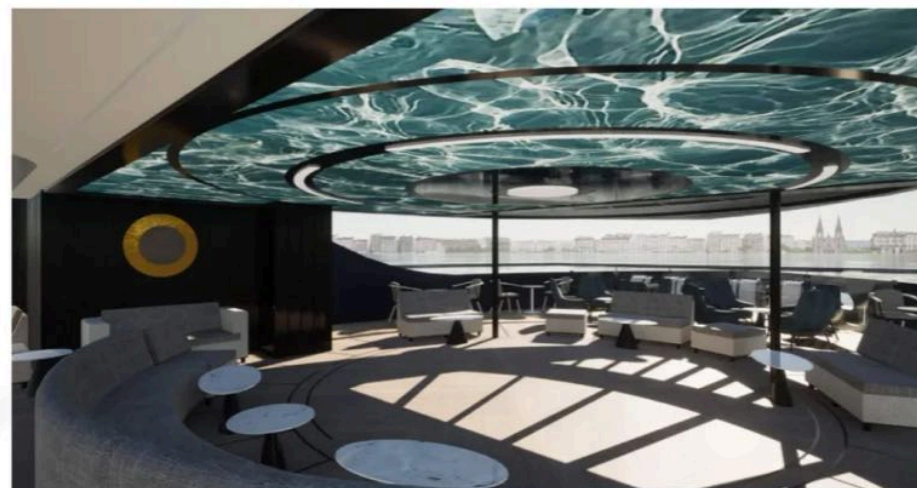
Above: Library rendering.

Below: Transcend Cruises' ship rendering with a view at the wellness deck.



*Transcend Cruises signs a contract with Den Breejen Shipyard to build its first river ship destined for the MICE and Affinity markets.*

Dining Room and Main Lounge renderings.



offering to a varying number of participants. The partnership with Tillberg Design of Sweden, a global leader in marine architecture and interior design, ensures a bespoke luxury experience that meets the most sophisticated needs.

Den Breejen Shipyard, based in Hardinxveld-Giesendam and active since 1947, is a prominent name in shipbuilding. Its specialization in constructing river cruise ships has positioned the company as a leader in the industry over the past 25 years, enhancing brand recognition and expanding its client base. The partnership with Transcend Cruises represents a new milestone for the shipyard, which will deliver an innovative ship within the agreed timeline and specifications.

In line with a vision for responsible travel, Transcend Cruises' ships will feature cutting-edge technologies to minimize environmental impact. These include low-emission level five engines, an electric propulsion system for zero-emission maneuvering, and solutions for reducing food waste. Sustainability is a core pillar of the company's strategy, integrated into every aspect of construction and onboard operations.

The agreement between Transcend Cruises and Den Breejen Shipyard marks a significant step toward a new era for luxury river cruises. With an in-

novative business model and a strong focus on sustainability, this collaboration promises to redefine the travel experience for the B2B market, offering bespoke solutions that combine luxury, functionality, and environmental respect.

