

## **Sailing to Cuba**

Virgin earlier announced that Scarlet Lady will be sailing to Cuba out of Miami during its inaugural season and then revealed that the surprise destination that it had been teasing is The Beach Club in Bimini, a Mediterranean-inspired port that will allow its guest to spend the day lounging at the beach and the night dancing to world-renowned DJs like Mark Ronson, who will be the first DJ in residence.

“It’s always about choice and giving our sailors an amazing day at the beach,” Cooper said.

There will be no buffet at The Beach Club, In fact, there will be no buffet anywhere near Virgin Voyages, but there will be a number of eateries and bars lined up for guests to enjoy.

The line’s dedication to conservation will roll over to The Beach Club, as well. Branson said that they will be offering all guests environmentally friendly sunscreen that won’t damage surrounding coral, free of charge. Virgin also has a ban on all single-use plastics onboard.

## **Age limit and loyalty program**

The 18-year-old-plus age restriction that Virgin placed on sailings wasn’t the only one considered, Branson said. Initially, he hoped for 16-years-old — Branson started his company when he was just 17 — but it was pushed to 18.

Virgin will launch a new loyalty program sometime this year, called Virgin Red, which is something Branson said the company hasn’t “done very well” yet. “I think that’s going to be launched with big fanfare,” he said. In the meantime, the company will credit its guests on an ad hoc basis.

## **Pricing starts at \$1,500**

The Rockstar Suite, the ultimate accommodation onboard Scarlet Lady that Branson will be staying in during his birthday sailing in July 2020, will start at \$28,000 for a five-night sailing.

A balcony cabin will start at around \$3,000 for two for a five-night cruise; and an inside cabin will start at about half of that, \$1,500, for two for a five-night cruise.

All fares will include sparkling water, group fitness classes, gratuities, WiFi, dining at a choice of 20 different intimate eateries, and more.