

NORWEGIAN
PRIMA

CHRISTENING
CRUISE MEDIA
PROGRAM

AUGUST 26–SEPTEMBER 3, 2022
(Program Subject to Change)



WHAT'S INCLUDED ON BOARD?

- Unlimited WiFi, No Streaming
(Two Devices Only Per Guest)
- Two Independent Specialty Dining Credits
- Premium Beverage Package
- One Day Thermal Spa Pass
(media invitee only; 25 passes issued per day on a first come first serve basis) - Register/pick up at media desk.
- \$300 Non-Refundable Onboard Credits
- Service Charges
- Government Taxes and Fees
- Airport to Port to Airport Ground Transfer
- NCL PR Team Hosted Activities
(Due to limited capacity, activities are for media invitees only, where registration is required):
 - Welcome Cocktail Reception
 - Q&A Sessions with Harry Sommer, President and CEO of NCL
 - Norwegian Prima Experiences Panel Discussion
 - "Norwegian Prima 'Summer: The Donna Summer Musical' Entertainment Cast Behind-the-Scenes"
 - Hip-n-Healthy Happy Hour at Vibe Beach Club
 - Pre-booked Onboard Activities & Galaxy Pavilion Experience
 - Escorted Haven Tours
 - Sustainable Happy Hour at The Metropolitan Bar
 - Coffee Chats with Norwegian Prima Onboard Leadership
 - Farewell Cocktail Reception

OTHER USEFUL INFORMATION

1. Please review information regarding our latest Sail Safe Health and Safety protocols at ncl.com/sail-safe.
2. Please remember to book your two individual specialty dining reservations at your earliest convenience.
3. Media invitees will receive a sticker to place on the back of their key card that indicates VIP seating for shows in the Prima Theater (except Christening celebration). **This does not guarantee a seat in the theater. Please reserve a seat at the Prima Theater box office upon arrival.**
4. Please ensure to book shore excursions on board if you have not pre-booked.
5. Please contact the NCL PR Team to schedule interviews with company spokespersons.
6. The media information desk will be located on Deck 6 in the Penrose Atrium. Please be on the lookout for signage.
7. **Program is subject to change.**

IN CASE YOU NEED ASSISTANCE, FEEL FREE TO REACH OUT TO THE NCL PR TEAM:

- AMERICAS press, please contact: PublicRelationsNCL@ncl.com
- APAC & EMEA press, please contact your respective PR agency on board Norwegian Prima

Share Your Journey With Us

Welcome aboard Norwegian Prima, the first ship of our groundbreaking Prima Class! We've taken everything our guests love to the next level and designed the ship of the future with you in mind. We are so excited to have you on board as one of the first guests to experience what makes Norwegian Prima stand in a league of her own. Make sure to tag us on social so we can share your experience with the world!

HASHTAGS

#NorwegianPrima #CruiseNorwegian #TasteNorwegian

SOCIAL HANDLES

📷 @NorwegianCruiseLine 📘 @NorwegianCruiseLine 🐦 @CruiseNorwegian
🎵 @NorwegianCruiseLine

International Facebook Pages:

@NorwegianCruiseLineAUNZ

@NorwegianCruiseLineUK

@NorwegianCruiseLineInternational

@NorwegianCruiseLineLATAM

@NorwegianCruiseLineDeutschland

@Norwegian.es

@NorwegianCruiseLineItalia



PROGRAM

FRIDAY, AUGUST 26, 2022

EMBARKATION DAY - REYKJAVIK, ICELAND

Arrival and ground transfer to Skarfabakki Harbour 544P+F35, 104 Reykjavik, Iceland

Day at leisure

4:15 PM – 5:00 PM Welcome Reception with Harry Sommer, President and CEO of NCL, at the Observation Lounge (Deck 17 FWD) *(For media invitee only)*

Evening Program: Hosted Dinner & An Evening at Harpa Cultural Center
(please refer to the invitation card in your stateroom for your assigned dining information and assigned group number)

We invite you to enjoy a unique and culturally-immersive evening at the Harpa Concert Hall in the heart of Reykjavik. *(For media invitee and media guest)*

GROUP 1: 5:30-7 PM Hosted Dinner at Assigned Venues

7:30 – 10:30 PM An Evening at Harpa
(Please disembark the ship by 7:15 PM and meet the NCL PR Team in front of the buses for a transfer to Harpa.)

GROUP 2: 7:30-9 PM Hosted Dinner at Assigned Venues

9:30 – 11:45 PM An Evening at Harpa
(Please disembark the ship by 9:00 PM and meet the NCL PR Team in front of the buses for a transfer to Harpa.)

SATURDAY, AUGUST 27, 2022

CHRISTENING DAY

Enjoy Iceland / Pre-Booked Shore Excursion at Leisure

5:00 PM – 7:00 PM A Very Perry Special Christening Ceremony
Join us for this historic moment as Katy Perry, global pop star and godmother to Norwegian Prima, officially christens and names Norwegian Prima.
*Prima Theater (Deck 6 FWD) (For media invitee only); OR
Observation Lounge (Deck 17 FWD) (For media invitee and guest)*
*Please check your stateroom for your show ticket with additional details.
Please note, due to limited capacity the venue placement for media invitees was selected at random.*

7:30 PM / 8:00 PM Hosted Gala Dinner at Assigned Venues
(For media invitee and media guest - please refer to invitation card in your stateroom for more information)

SUNDAY, AUGUST 28, 2022

DAY AT SEA

10:30 AM – 11:15 AM Session 1: Q&A with Harry Sommer at Syd Norman's Pour House
Join Harry Sommer, President and CEO of NCL, as he speaks about Norwegian Prima, the first ship in the company's new class of ships in over 10 years, and all her elevated experiences. *(Deck 7) (For media invitee only – pre-registration required)*

11:15 AM – 12:00 PM Session 2: Q&A with Harry Sommer at Syd Norman's Pour House
Join Harry Sommer, President and CEO of NCL, as he speaks about Norwegian Prima, the first ship in the company's new class of ships in over 10 years, and all her elevated experiences. *(Deck 7) (For media invitee only – pre-registration required)*

2:00 PM – 3:00 PM "Norwegian Prima Experiences" Panel Discussion at the Prima Theater
Join us for an in-depth panel discussion about Norwegian Prima's onboard experiences feat. Wesley Cort, Vice President of Food and Beverage; Richard Ambrose, Senior Vice President of Entertainment and Cruise Programming; and Simon Murray, Vice President of Guest Experience and Innovation. *(Deck 6 FWD) (For media invitee only)*

PROGRAM

CONTINUED

6:00 PM – 7:00 PM Pre-Booked Prima Experiences
We have scheduled time for you to try the exciting new onboard activities:
Prima Speedway – The Rush & The Drop Dry Slides – Tee Time – The Stadium – The Bull's Eye
(For media invitee only – [pre-registration required](#))

5:30 PM – 9:30 PM Dinner
If you're being hosted on this evening, you will find a dining card in your stateroom the day before. Otherwise, feel free to make your individual dinner arrangement.
(For media invitee and media guest)

7:30 PM "The Price is Right LIVE" in the Prima Theater
"Come on Down," and bid your way to participate in pricing games and the opportunity to spin the wheel for a chance to win big in the showcase showdown.
(Deck 6 FWD) (For media invitee and media guest – make sure to reserve your ticket at the Prima Theater Box Office)

9:15 PM "The Price is Right LIVE" in the Prima Theater
We HIGHLY recommend attending this showing of "The Price is Right LIVE" as there may be a special surprise for guests.
(Deck 6 FWD) (For media invitee and media guest – make sure to reserve your ticket at the Prima Theater Box Office)

11:00 PM Disco Night in the Prima Theater
(Deck 6 FWD) (For media invitee and media guest)

MONDAY, AUGUST 29, 2022

DAY AT SEA

5:00 PM – 6:00 PM Pre-Booked Prima Experiences
We have scheduled time for you to try the exciting new onboard activities.
Prima Speedway – The Rush & The Drop Dry Slides – Tee Time – The Stadium – The Bull's Eye
(For media invitee only – [pre-registration required](#))

5:30 PM – 6:30 PM Hip-n-Healthy Happy Hour at Vibe Beach Club
Enjoy a wellness-focused happy hour featuring non-alcoholic drinks from the new Vibe Beach Club beverage menu and Flow Water, and partake in an informative discussion with Wesley Cort, Vice President of Food and Beverage Operations, and Nicholas Reichenbach, CEO of Flow Water. *(Deck 17 AFT) (For media invitee only – [pre-registration required](#))*

5:30 PM – 9:30 PM Dinner
If you're being hosted on this evening, you will find a dining card in your stateroom the day before. Otherwise, feel free to make your individual dinner arrangement.
(For media invitee and media guest)

9:30 PM "Summer: The Donna Summer Musical" at the Prima Theater
Watch the Tony Award® nominated musical, which brings to life the story of legendary artist Donna Summer's prolific rise to fame through the most pivotal stages of her career.
(Deck 6 FWD) (For media invitee and media guest – make sure to reserve your ticket at the Prima Theater Box Office)

9:30 PM – 10:30 PM Galaxy Pavilion Experience (Session 1)
Check out the world of virtual reality at our Galaxy Pavilion with a variety of experiences, including the first flying theater simulator at sea and first Topgolf swing suite at sea.
(Deck 17 FWD) (For media invitee only – [pre-registration required](#))

10:30 PM – 11:30 PM Galaxy Pavilion Experience (Session 2)
(Deck 17 FWD) (For media invitee only – [pre-registration required](#))

11:30 PM Disco Night at the Prima Theater
Dance the night away at the Prima Theater, the first venue to transform from a three-story theater into a Vegas-style night club. *(Deck 6 FWD) (For media invitee and media guest)*

PROGRAM

CONTINUED

TUESDAY, AUGUST 30, 2022

COBH CRUISE TERMINAL (CORK), IRELAND

Day at Leisure

- 10:15 AM – 11:45 AM** Escorted Haven Tours
The NCL PR Team will guide media in groups of 10 through The Haven, the ship's exclusive, luxurious suite complex.
(Deck 16 AFT) (For media invitee only – [pre-registration required](#))
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- 3:00 PM** All Aboard Time
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- 5:00 PM – 6:00 PM** Sustainable Happy Hour at the Metropolitan Bar
Sip on cocktails from the first sustainable cocktail bar at sea at our new Metropolitan Bar and chat with Wesley Cort, Vice President of Food and Beverage Operations, about our new beverage concept. *(Deck 7 MID) (For media invitee only – [pre-registration required](#))*
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- 6:00 PM – 7:00 PM** Pre-Booked Prima Experiences
We have scheduled time for you to try the exciting new onboard activities.
Prima Speedway – The Rush & The Drop Dry Slides – Tee Time – The Stadium – The Bull's Eye
(For media invitee only – [pre-registration required](#))
-
- 5:30 PM – 9:30 PM** Dinner
If you're being hosted on this evening, you will find a dining card in your stateroom the day before. Otherwise, feel free to make your individual dinner arrangement.
(For media invitee and media guest)
-
- 9:30 PM** "Summer: The Donna Summer Musical" at the Prima Theater
Watch the Tony Award® nominated musical, which brings to life the story of legendary artist Donna Summer's prolific rise to fame through the most pivotal stages of her career.
(Deck 6 FWD) (For media invitee and media guest – make sure to reserve your ticket at the [Prima Theater Box Office](#))
-
- 11:30 PM** Disco Night at the Prima Theater
Dance the night away at the Prima Theater, the first venue to transform from a three-story theater into a Vegas-style night club. *(Deck 6 FWD) (For media invitee and media guest)*

WEDNESDAY, AUGUST 31, 2022

PORTLAND, UNITED KINGDOM

Day at Leisure

- 9:00 AM – 10:00 AM** "Norwegian Prima 'Summer: The Donna Summer Musical' Entertainment Cast Behind-the-Scenes" Panel in the Prima Theater
Take a behind-the-scenes look at the production of our Tony Award® nominated show, "Summer: The Donna Summer Musical," with Robert Hertenstein, Senior Director of Artistic Programming, and chat with the Donnas themselves. *(Deck 6 FWD) (For media invitee only)*
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- 10:15 AM – 11:45 AM** Escorted Haven Tours
The NCL PR Team will guide media in groups of 10 through The Haven, the ship's exclusive, luxurious suite complex.
(Deck 16 AFT) (For media invitee only – [pre-registration required](#))
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- 7:30 PM** All Aboard Time
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- 5:30 PM – 9:30 PM** Dinner
If you're being hosted on this evening, you will find a dining card in your stateroom the day before. Otherwise, feel free to make your individual dinner arrangement.
(For media invitee and media guest)

PROGRAM

CONTINUED

THURSDAY, SEPTEMBER 1, 2022

LE HAVRE, FRANCE

Day at Leisure

9:00 AM – 9:45 AM Coffee Chats with Norwegian Prima's Onboard Leadership at Syd Norman's Pour House
Partake in a casual chat with Norwegian Prima's Captain, General Manager and Entertainment Director, during which they'll discuss their roles and careers.
(Deck 7 MID) (For media invitee only – [pre-registration required](#))

10:15 AM – 11:45 AM Escorted Haven Tours
The NCL PR Team will guide media in groups of 10 through The Haven, the ship's exclusive, luxurious suite complex.
(Deck 16 AFT) (For media invitee only – [pre-registration required](#))

8:00 PM All on Board Time

5:30 PM – 9:30 PM Dinner
If you're being hosted on this evening, you will find a dining card in your stateroom the day before. Otherwise, feel free to make your individual dinner arrangement.
(For media invitee and media guest)

FRIDAY, SEPTEMBER 2, 2022

AMSTERDAM, NETHERLANDS

Day at Leisure

4:30 PM Arrival and overnight stay in Amsterdam

5:00 PM – 5:45 PM Farewell Cocktail Reception in the Observation Lounge
(Deck 17 FWD) (For media invitee only)

5:30 PM – 9:30 PM Dinner
If you're being hosted on this evening, you will find a dining card in your stateroom the day before. Otherwise, feel free to make your individual dinner arrangement.
(For media invitee and media guest)

SATURDAY, SEPTEMBER 3, 2022

DISEMBARKATION DAY - AMSTERDAM, NETHERLANDS

7:00 AM – 10:00 AM Disembarkation begins once ship is cleared. Ground transfers to airport to follow.