New Diageo-led 'Trinity' cruise concept

Diageo GTME and two of the world’s leading cruiselines – Holland America and sister company (and parent) Carnival Cruise, have created a new bar experience for their cruise line guests in partnership with Diageo.

The Captain Morgan on the Rocks themed bar is a 101-foot-long twin decked, three-masted schooner that is ‘washed up’ on Holland America’s private island’s beach, Half Moon Cay, which is part of the Bahamas. The bar’s offerings are focused on Captain Morgan Original Spiced Rum and the Captain Morgan range.

Diageo financed the bar, which is operated jointly by Carnival and Holland America Line. Diageo GTME Cruise Channel Director Eric Breiding said: “Captain Morgan on the Rocks expresses our intent for the cruise industry, which is two-fold – building amazing relationships with the world’s leading cruise companies and creating fantastic consumer experiences to provide ‘on-trade’ entertainment – that gives guests of Holland America Line and Carnival a truly original, engaging and memorable experience.

“Allied with our onboard strategy, the new bar provides the opportunity to engage more closely and frequently with the cruise passengers and, through repeated opportunities to share our brand messaging, we can help deliver a stronger experience and better sales performance.”