

Ambience sets the perfect tone as the largest ship to visit Aberdeen

Port of Aberdeen today celebrated a historic occasion as it welcomed the 245m-long cruise ship, Ambience, the longest vessel ever to visit the port.

Operated by Ambassador Cruise Line, Ambience docked at the port's South Harbour at 8.30am with 1,397 guests on board, who will join excursions to Balmoral Castle, Crathes Castle, and Old Aberdeen, or independently explore the sights and sounds of Aberdeen and Aberdeenshire.

Ambience is scheduled to be joined around midday by the 168m-long Scenic Eclipse, operated by Scenic Group. Both vessels made their maiden calls, highlighting Port of Aberdeen's enhanced capacity and capabilities thanks to its new facilities.

Disembarking guests were treated to a traditional Scottish welcome, with Alba Bagpipes performing on the quayside and VisitAberdeenshire's 'Welcome to Aberdeenshire' volunteers greeting them warmly.

Bob Sanguinetti, Chief Executive of the Port of Aberdeen, remarked, "Welcoming Ambience is an important milestone for Aberdeen. It further demonstrates our ability to accommodate large cruise ships and reinforces Aberdeen and Aberdeenshire's growing reputation as a premier cruise destination."

Ambience will only hold the title of the largest ship for a few weeks. The 252m-long AIDA Sol is expected on 17 July, followed by the 290m-long Costa Favolosa on 26 July. Overall, around 60 cruise calls are confirmed for the 2024 season.

The port's current cruise call bookings extend through 2027, with over 100 cruise calls anticipated, including visits from industry giants such as Fred. Olsen Cruises and Holland America.

Efforts to attract new cruise lines continue to gather pace. Under the CruiseAberdeenshire banner, Port of Aberdeen and VisitAberdeenshire successfully promoted the destination at Seatrade Cruise Global earlier this year and are planning for Seatrade Cruise Med in September.

Marlene Mitchell, Commercial Manager, said: "Like many UK cruise ports, the harsher spring weather has led to some disruption this year so we're delighted to welcome both Ambience and Scenic Eclipse in today. Future bookings are very healthy, and we now have the flexibility to accommodate calls when opportunities arise at short notice, as we did with Ambience."