

EDIE RODRIGUEZ

Americas Brand Chairman and Corporate Special Advisor, Ponant Cruises



Name: Edie Rodriguez
Title: Americas brand chairman and corporate special advisor
Company, city: Ponant Cruises; Marseille, France
Number of employees: We have 30 within the United States and 1,000 worldwide, with many more coming as we grow.
Recent project: The most exciting is our Blue Eye lounges coming to our six Ponant Explorers-class vessels and debuting first on *Le Lapérouse*. It is the first-ever multisensory lounge located below the waterline, using biomimetic design along with the ability to hear the sea life and the water's natural rhythms up to three miles away. This will give our guests a truly unique experience.

First job: Telemarketer
Little-known fact about you: I have been to 257 Rod Stewart concerts on four different continents. He sang "Happy Birthday" to me on stage for my 50th birthday.

YOUR BUSINESS

What innovations/initiatives do you foresee in the industry over the next years? Clean Ship technology will see great strides. Overall, cleaner ships will offer safety, giving back to the communities we travel to and making us better global citizens.

Best career advice you've received: Get a great education, find your passion and then follow your passion.

What advice would you give someone starting out in the field? Know your brand's experiences firsthand and know your clients or guests. Find out what the clients want, not what you think they want.

AS A TRAVELER

Favorite travel memory or story: I have so many amazing experiences, but a special memory is taking my 2-year-old son to the Blue Grotto in Sorrento. I remember looking at his face full of wonder as our row boat entered the grotto. It reminds me to share experiences and the joy of seeing things for the first time.

One travel tip you cannot live without: Bring an international

converter on all your travels and make sure your passport is not close to the six-month expiration mark from your return date home.

Best advice for business travelers: Download Mobile Passport on your phone. This allows you to ease through immigration and is often even faster than Global Entry. It's a game changer.

ABOUT YOUR BRAND

Tell us about the Ponant ships and routes. We lead the way in exploration cruises, with routes to all seven seas and seven continents, with seven new ships coming soon with itineraries taking you through the Amazon to Asia. In 2021 the *Icebreaker* will take you to the North Pole in the first-ever electric hybrid ship running on liquefied natural gas. With only 135 staterooms, it still has ultimate quality luxury service into the poles with Clean Ship certification and environmental friendliness.

What wellness options are available on Ponant cruises? For Ponant guests, wellness is a lifestyle they indulge in every day, so our amenities cater to that. With onboard state-of-the-art gyms and Sothys-branded spas with hammam treatments, our guests keep in shape and enjoy relaxation. Our itineraries offer activities like kayaking and snorkeling and on-land excursions with walking tours and hiking. Gastronomy is part of the French culture, and Ponant shares fresh products, select ingredients and inspired dishes that are healthy and memorable.

What can luxury travelers expect from a Ponant experience? Luxury means options. Ponant offers itineraries on a customized cruise with every detail dictated by our guests, from the shore excursions to dining experiences. Ponant delivers a truly customized experience with themed cruising from golf excursions to exploring the great mythologies of Greece and Jordan.