

VICTOR

Issue 1 2016



Driving force

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On top of The World



Pamela Conover is the CEO of The World, the only residential ship of its kind. She explains how to provide first-class service afloat, and what it's like to live on board the largest private mega-yacht on Earth

You've spent most of your career in the cruise industry. Is that the result of a happy accident or were you always drawn to the sea?

I actually started my career in banking. After being transferred from London to New York I became the assistant treasurer for a steamship company, which is what led me into the cruise industry. I was lucky because I made the move just when it was really starting to expand.

What is it about living on board that people find so popular do you think?

Our Residents are attracted to the ship because of the unique lifestyle and one-of-a-kind experiences. They travel the globe to some of the most remote locales on earth without ever leaving home, and every few days they wake up to a new and interesting port of call. They're able to step outside their front

door and immerse themselves in the local culture, cuisine, wine, history and nature, and return home at the end of the day to sleep in their own bed surrounded by their own furniture, photos, art and family. Residents also value their friendships on board and the community at large – it's a very welcoming atmosphere.

How does providing a luxury hospitality experience differ when you're afloat and on the move compared to, say, a hotel on Central Park?

Our crew prides itself on providing "best of the best" products, services and amenities. They know each Resident's preferences, from how they take their morning coffee or tea, to the type of ground transportation they prefer when exploring a destination, to how they like their refrigerator stocked

when they return to the ship following an extended stay onshore.

Our crew does a great job of "bringing the destination alive" on board in a variety of ways. For example, our Food & Beverage Team will research and serve local food and wines, frequently venturing into farmer's markets near the ship. And our Enrichment Team will invite regional experts to lecture on art and culture, the environment, history and politics. Music is another dynamic way to present a country's heritage, like the bachata musicians who performed on board in the Dominican Republic and the tango dancers we saw in Buenos Aires. Local dance workshops are always popular too.

Seeing as we're always on the move, the biggest difference between The World and a land-based property are

the logistics. Whereas a boutique hotel will use the same suppliers from week to week, we are challenged with getting provisions to the ship no matter where in the world she happens to be – and we will not sacrifice quality based on our location. Through good planning, logistics and organisation, we ensure that the finest products our Residents are used to enjoying are on board at all times – whether it's a Resident's favourite ice cream, fresh blueberries or a much-loved flower.

How do you get the best from your colleagues?

You start by hiring the best qualified people for the job, you have clearly defined goals, and you work collaboratively, giving them all the support and resources they need to achieve.

The Residents of The World are from 19 different cultures: how does that inform life on board?

The World is certainly a melting pot of cultures, which serves to enrich the entire community. Residents enjoy sharing their experiences and contacts, and often get involved in the planning of the ship's visit to their home country: they will assist our crew by recommending destination experiences, art galleries, museums, boutiques, restaurants, and special hidden places that only locals would know about. Some even host dinners

and special events at their homes on land for fellow Residents and our crew – they are very generous that way.

What would be your dream itinerary, and why?

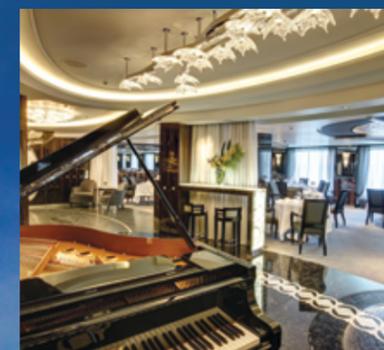
That's a tough question but my favourite is always the one we are currently on. The World has truly experienced the most incredible itineraries of any ship I have ever known. They are never the same, and each year we introduce new maiden ports. She has literally been all over the world several times over, and has explored all seven continents.

We are headed to Antarctica later this year with an optional overland journey to the South Pole – a once-in-a-lifetime experience for sure. We've also had a record-breaking voyage through Canada's Northwest Passage, where Residents flew to the top of a glacier by helicopter to be welcomed with caviar, champagne and hot chocolate. We've had Residents see wild horses on Easter Island, watch a Baining fire dance in Papua New Guinea, meet orang-utans in Eastern Borneo, stand on the rim of an active volcano, and even dine with a king in Bali.

And finally, can you sail a boat?

Yes, if it's less than 20 feet in length!

aboardtheworld.com



Previous spread: **The World drops anchor in Hong Kong.**

This spread: **Sailing up the Garonne en route to Bordeaux.**

Inset top: **Taking in the sights from the deck.**

Inset middle: **Musical chairs.**

Inset bottom: **Wine vaults ensure the right pairing for every palate.**



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