



Cunard appoints Katie McAlister as president

May 4, 2023



Thursday May 4, 2023 [Southampton, UK] Cunard has announced the appointment of Katie McAlister as president.

Katie will join Southampton-based Cunard in August after a 20-year career with TUI where she is currently chief marketing officer, UK & Ireland.

Carnival UK president Sture Myrmell said: "We are delighted to have someone of Katie's calibre join Cunard at this vital time of expansion.

"Her commercial and operational experience as well as digital transformation expertise and strategic oversight will build on the current team's exceptional work to ensure that Cunard's brand and growth opportunities are maximized as we look forward to the introduction of Queen Anne next year."

McAlister said "This was an unrivalled opportunity to join an iconic travel company at a key point in its history. I am so looking forward to joining the team as it widens its appeal and expands its guest base whilst retaining its renowned luxury, signature touches."

Katie started at TUI in 1998 and has held roles across most parts of the organisation, including overseas delivery, commercial, digital and marketing. Most recently as chief marketing officer, she is a member of the UK & Ireland board and leads sales channels and marketing in the UK & Ireland for TUI, First Choice and Marella Cruises, alongside a global responsibility for the TUI brand and digital marketing.

ENDS

Notes to Editors

For further press information, please contact:

Sam Cole sam.cole@cunard.co.uk

Social Media

Facebook: www.facebook.com/cunard

Twitter: www.twitter.com/cunardline

YouTube: www.youtube.com/wearecunard

Instagram: www.instagram.com/cunardline

Media Assets (for media only)

Cunard photography is available online at <https://cunard.assetbank-server.com>

Email: pressoffice@cunard.co.uk

Password: Cunard175

ABOUT CUNARD:

Cunard is a luxury British cruise line, renowned for creating unforgettable experiences around the world. Cunard has been a leading operator of passenger ships on the North Atlantic, since 1840, celebrating an incredible 183 years of operation. A pioneer in transatlantic journeys for generations, Cunard is world class. The Cunard experience is built on fine dining, hand-selected entertainment and outstanding service. From five-star restaurants and in-suite dining to inspiring guest speakers, the library and film screenings, every detail has been meticulously crafted to make the experience unforgettable. Destinations include Europe, the Caribbean, the Far East and Australia.

There are currently three Cunard ships, Queen Mary 2, Queen Elizabeth and Queen Victoria and a fourth ship, Queen Anne, will enter service in 2024. This investment is part of the company's ambitious plans for the future of Cunard globally and will be the first time since 1999 that Cunard will have four ships in simultaneous service. Cunard is based at Carnival House in Southampton and has been owned since 1998 by Carnival Corporation & plc.

