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Paul Gauguin Cruises Named America's Most Recommended Cruise Line by Women for Small Ship Cruising and for South Pacific Destinations

Recognized with the Women's Choice Award® Seal of Recommendation

Bellevue, Wash. - September 25, 2014 - As the leading advocate for female consumers, WomenCertified Inc. is delighted to honor Paul Gauguin Cruises with the 2014 *Women's Choice Award* as America's Most Recommended cruise line for Small Ship Cruising and for South Pacific Destinations. This award designation is based on a national survey among 1,000 plus women consumers and travel agents who were asked to select the brands they would most highly recommend to others.

"Recognizing Paul Gauguin Cruises as the top Small Ship Cruising and South Pacific Destinations brand helps 'women guide other women' to make smart choices when determining travel plans for her and her family," said Delia Passi, CEO and Founder. "By carrying the *Women's Choice Award* seal, companies like Paul Gauguin Cruises signify their commitment to empower women to make smart buying choices."

"Paul Gauguin Cruises is honored to be acknowledged as the most recommended cruise line for Small Ship Cruising and for South Pacific destinations among women. Receiving the Women's Choice Award is a testament to our dedication in providing extraordinary cruise experiences," said Diane Moore, President, Paul Gauguin Cruises.

According to a **2013 Fleishman Hillard Study**, today's U.S. female consumer values the opinion of others and over half of all women believe they have a responsibility to help friends and family make smart purchasing decisions. It is not surprising that major brands, like Paul Gauguin Cruises, now focus on delivering a customer experience women will love. The *Women's Choice Award* has set the standard for helping women make smarter choices by identifying the brands most recommended and trusted by women, along with those that deliver a recommendation-worthy customer experience.

- 90% of Americans will seek out the recommendation of others above all other forms of advertising. (Nielsen 2012)

- 9 out of 10 women would 'definitely' trust a brand more if it carried the *Women's Choice Award* ([Medelia.com](#) 2013)
- Women account for \$7 trillion in consumer and business spending in the U.S. ([Steven Parker Jr.](#), 2012)

Ms. Passi says it's important to note that the award doesn't just signify that Paul Gauguin Cruises has women's favor – it signifies that women are willing to recommend it to others. "When a woman is willing to recommend a brand or service to others, it means that business has earned her loyalty. Those are the businesses we wish to recognize for their efforts and commitment to the No. 1 consumer – women," adds Ms. Passi. "We are pleased to salute Paul Gauguin Cruises for their focus on excellence, a commitment that is recognized by women consumers nationwide."

ABOUT PAUL GAUGUIN CRUISES

Owned by Pacific Beachcomber S.C., French Polynesia's leading luxury hotel and cruise operator, Paul Gauguin Cruises operates the 5+-star cruise ship, the 332-guest m/s *Paul Gauguin*, providing a deluxe cruise experience tailored to the unparalleled wonders of Tahiti, French Polynesia, and the South Pacific. *The Gauguin's* accolades include recognition as one of the "Top 20 Small Cruise Ships" in 2013 for the 15th year in a row by readers of *Condé Nast Traveler*. The line also operates the m/v *Tere Moana*, offering voyages in the Caribbean, Latin America, and Europe, accommodating 88 guests with a staff of 62. In 2013, *The Moana* received "Best New Small Ship" and "Best Way to See the Greek Isles" in *Cruisereport.com's* Editors' Choice Awards. This year, Paul Gauguin Cruises was voted "#1 Small-Ship Cruise Line" and "#1 Small-Ship Cruise Line for Families" in *Travel + Leisure's* 2014 "World's Best Awards." For additional information on Paul Gauguin Cruises, please visit www.pgcruses.com.

ABOUT WOMEN'S CHOICE AWARD®

The *Women's Choice Award* sets the standard for helping women make smarter purchasing choices. The company and its awards identify the brands, products and services that are most recommended and trusted by women. Additionally, they recognize those that deliver a recommendation-worthy customer experience. Visit www.WomensChoiceAward.com to learn more.

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