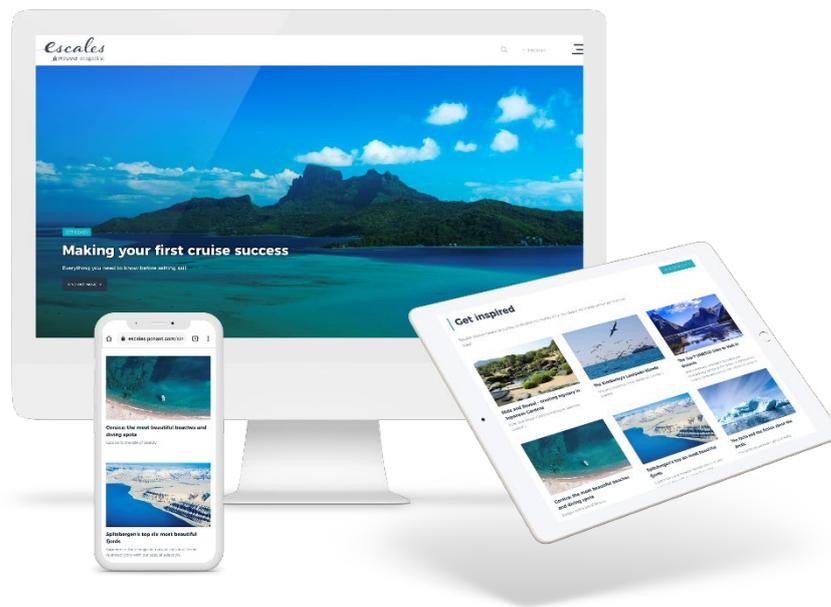




## Cruises set sail again: PONANT's inspirational travel magazine *Escales* gets a makeover



To support the resumption of cruises, PONANT has redesigned its online travel magazine, with new graphics and a simplified, more intuitive layout for an ultra-comfortable browsing experience: the perfect guide to dreaming, escaping and getting ready for future travels!

### A source of inspiration for travellers

Be it our natural heritage, ancestral cultures or off-the-beaten track destinations, *Escales* whets the appetite for escape through stimulating encounters, inspirational content and plenty of always useful advice.

Three years after it launched, PONANT's e-magazine continues to inspire all those who love travelling. With visitor numbers up 40% year-on-year, the magazine has found its audience. Every week, readers can find fun original content combining travel diaries, close-ups, tips and anecdotes that fall into four key categories: Get Inspired, Get Ready, Encounter and Curiosities.

Driving the editorial content are men and women in the company – expedition leaders, naturalist-guides and captains, as well as many well-known faces who share the same desire to discover the world, including artists, globe-trotters, photographers and special guests.

## Revamped design for a user-friendly experience

The magazine's design has been totally revamped, with a cleaner uncluttered look that gives pride of place to images for an optimal browsing experience.

## E-business purchasing lever and engaging content

As a meeting point for travel enthusiasts, *Escales* is an essential tool in PONANT's e-business strategy.

*"Our online magazine is an e-business lever driving purchases. It represents the equivalent of 15% of traffic to the website ponant.com", explains PONANT's Marketing and e-Business Director, Agnès Mossina. "It means we can reach a much wider audience around the world, and is a great medium for generating engaging content for social networks."*

Accessible through the website [ponant.com](https://www.ponant.com), *Escales* magazine features more than 600 articles in French and English. Polar and oceanic themes are very much in the spotlight of course, as three of the latest articles below highlight:

- [Auks vs Penguins: the showdown](#)
- [The Arctic vs Antarctica: 5 differences between these two frozen lands](#)
- [Tides from A-Z](#)

[\(Re\)discover \*Escales\*, PONANT's digital magazine](#)

## ABOUT PONANT

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Created in 1988, by officers of the French Merchant Navy, PONANT has created a new style of cruising, under the French flag, through a unique conception of sea travel and a commitment to promoting sustainable and responsible tourism. With a fleet of 12 ships, the company can carry passengers to exceptional territories aboard yachts featuring refined design, on which the art of living and excellent cuisine take pride of place: such is the promise of a unique and authentic PONANT voyage.

Learn more at [www.ponant.com](https://www.ponant.com)

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