

***The World*, Residences at Sea Launches a New ‘Digital Home’**

New website offers first-ever virtual tours of one-of-a-kind residential ship



March 2023, LONDON, UK: *The World*, the largest privately owned residential yacht on the earth has unveiled a newly designed website, or ‘digital home’, aboardtheworld.com, that further enhances the user experience for those seeking information about this one-of-a-kind ship. Seamlessly capturing the unique travel lifestyle and community on board the mega yacht, the new website tells the deeper story of *The World’s* global voyage in an innovative and visually compelling manner. Breathtaking video footage, virtual tours, and more draw visitors into an immersive experience, deepening their understanding and curiosity of the exclusive, luxury lifestyle found on *The World*, the only ship of its kind in operation today.

The new website’s ‘**mobile first**’ design specifically addresses peoples’ growing use of mobile devices and tablets to ensure every aspect is highly responsive, providing the same captivating experience to all visitors on any device. Aboardtheworld.com has been given a contemporary and fresh look and feel, crisp new pages, gallery treatments, and navigation styling. A sense of movement and fluidity uses a combination of state-of-the-art techniques. Images expand and contract as users scroll, buttons alter colors when selected, and actual video footage taken from the ship’s voyages elevates the stories being told.

Available to the general public for the first time, sample virtual tours of the ship’s one-, two- and three-bedroom residences provide a simulated tour of these exclusive, private homes as if you were an invited guest on board.

“Our new digital home succeeds in highlighting the uniqueness of owning a home on *The World*,” says Senior Sales & Marketing Director Linda Schultes. “The level of personalized, anticipatory service provided to residents on *The World* is unmatched by any other luxury travel experience on land or at sea. We wished for our website to reflect that and bring to life our residents’ incredibly enriching lifestyle.

“Actual video footage of the ship’s journey to idyllic destinations around the globe provides a much more immersive experience for viewers,” Schultes added. “We have also expanded our stories on the customization of homes to illustrate how each owner can truly make their home on *The World* their own through personalized décor, artwork, family photos, keepsakes and more.”

The new website also showcases deeper elements of *The World’s* community, attentive crew and extensive enrichment opportunities associated with home ownership. Reflecting *The World’s* global appeal and resident community, the website’s new core content has been translated into **French, German, Spanish, and Japanese**.

About *The World*

The World embodies a distinctive, one-of-a-kind lifestyle of exclusive luxury travel where Residents explore every corner of the globe, experience myriad different cultures and gain privileged access to the planet’s most beautiful destinations, all from the comfort of their own home. The strikingly beautiful 644-foot Ship promises gracious and personal service in a warm, inviting ambience much like that of a private yacht, well-staffed private home or exclusive country club. The average occupancy at any one time of 150-200 Residents & Guests assures an intimate atmosphere.

The World offers the ultimate combination of thrilling and enriching travel with world-class amenities and facilities including impeccable culinary mastery in its six restaurants, exceptional golf facilities with onboard putting greens and a state-of-the-art golf simulator, the only full-size, regulation tennis court at sea, swimming pools, a spa, a fitness center, expert destination lecturers, library, cinema and more.

Launched in 2002, *The World*® is the largest privately owned, residential yacht on earth with 165 luxury Residences. A diverse group of Residents from 20 countries own the homes on board and share interests in world cultures, history, and adventure, and exploring fascinating destinations. They circumnavigate the globe every two to three years following an extraordinary itinerary that they select. In-depth expeditions and one-of-a-kind experiences are complemented by world-class amenities and impeccable service.

To learn more about this unique lifestyle call +1 954-538-8449 or visit www.aboardtheworld.com.

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