

The Ultimate Guitar Cruise

The World's Only Guitar Retreat at Sea

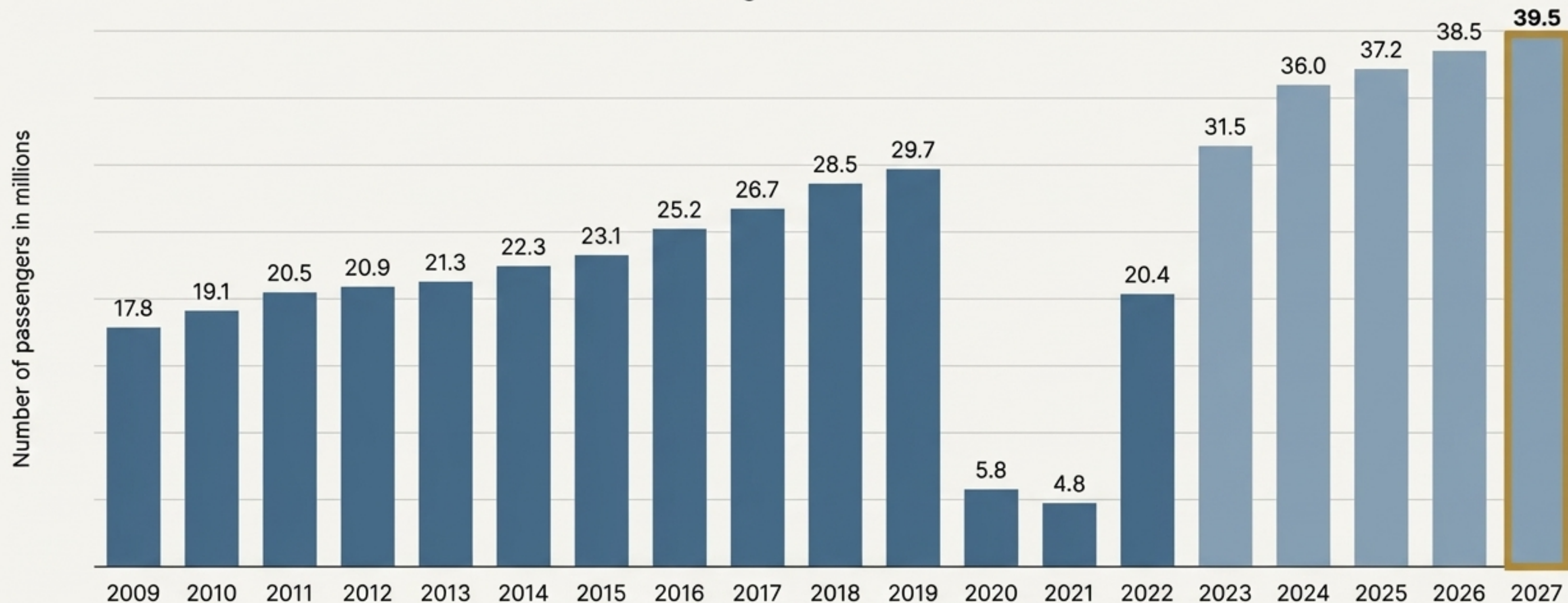


December 5-12, 2026 | Los Angeles to the Mexican Riviera

The Ocean is the New Amphitheater

Music festivals are no longer confined to land. The global cruise industry, rebounding and projected to carry nearly 40 million passengers by 2027, has become a powerful new platform for immersive musical experiences.

Ocean Cruise Passengers Worldwide (2009-2027)





A Tale of Two Ships: Two Philosophies **A Tale of Two Ships: Sailing the Same Seas.**

On the open ocean, two radically different models for music events thrive. One is a floating mega-festival built on overwhelming scale and relentless energy. The other is an intimate, curated retreat focused on deep connection and craft.

This is not a story of which is better, but a case study in how two opposing visions can both find success by mastering the art of experience design for two very different communities.

CASE STUDY A: THE FLOATING METAL MECCA – 70000 TONS OF METAL

“The World’s Biggest Heavy Metal Cruise”

3,000+
Passengers

OVER 5,500
Total Souls on Board
(Guests, band members,
crew, and ship staff)

60+
Bands

Pool Deck:
“The Biggest Open Air
Stage to Sail the Seas.”

120+
Performances
(Main Theater
and Studio B)



70+
Nations
Represented

The Value Proposition is Overwhelming Abundance.

What These Models Reveal About the Modern Audience

The success of both cruises demonstrates a bifurcation in the experience economy. Audiences are seeking either **massive, shared spectacles or hyper-niche, deeply authentic communities**. The middle ground is disappearing.

“It’s all about connecting authentically and developing direct relationships with your audience... I see social media feeding direct marketing programs as a key strategy for success.”

– Chandra Lynn, Glow Marketing

Whether through the sheer scale that unites a global tribe (Metal) or the authentic mission that attracts a dedicated few (Guitar), success is rooted in creating a powerful, direct connection.

CASE STUDY B: THE CURATED GUITAR SANCTUARY

The Ultimate Guitar Cruise

"The World's Only Guitar Retreat at Sea"

Genesis: The 'Classical Guitar Cruise' in 2003.

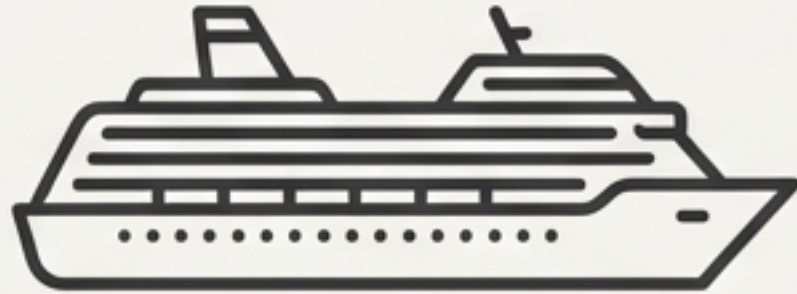
Visionary: David Rona, a Los Angeles-based guitarist.

Concept: An intimate, 7-day immersive educational experience for a strictly limited number of participants.



The World Hosts 30 Million Cruise Passengers a Year. We Host **100**.

The World



- **30,000,000+** Annual Cruise Passengers Worldwide.
- **3,000 - 5,500** Guests on a single music cruise.
- **60+** Bands, 120+ Concerts.

The Retreat



- **100** Participants.
- **7** Days of Deep Immersion.
- Unparalleled access to world-class artists and industry legends.

This is not another festival. It is an intimate musical residency.

We Are Reuniting a Dispersed Family.

The guitar's story spans centuries, but its traditions—Classical, Flamenco, Microtonal, and Electric—often exist in separate worlds. The electric guitar, born in 1931, is the youngest sibling in a 500-year-old lineage. We reject the false divide between 'traditional' and 'modern' to honor the full spectrum of guitar history.



Classical &
Electric



Flamenco &
Fingerstyle



Harp Guitar &
Microtonal



Luthiers &
Industry Leaders

"By bringing Classical, Flamenco, Microtonal, and Electric traditions together, we're not mixing incompatible styles—we're reuniting a family."

Our Mission is Built on Three Pillars.



EDUCATE

Provide an immersive, seven-day educational residency at sea, away from daily distractions. Create transformative learning experiences that celebrate the full spectrum of guitar artistry.



EMPOWER

Create a working summit for industry dialogue between artists, luthiers, and leaders. Empower supporters through tax-deductible contributions to champion guitar education and innovation.

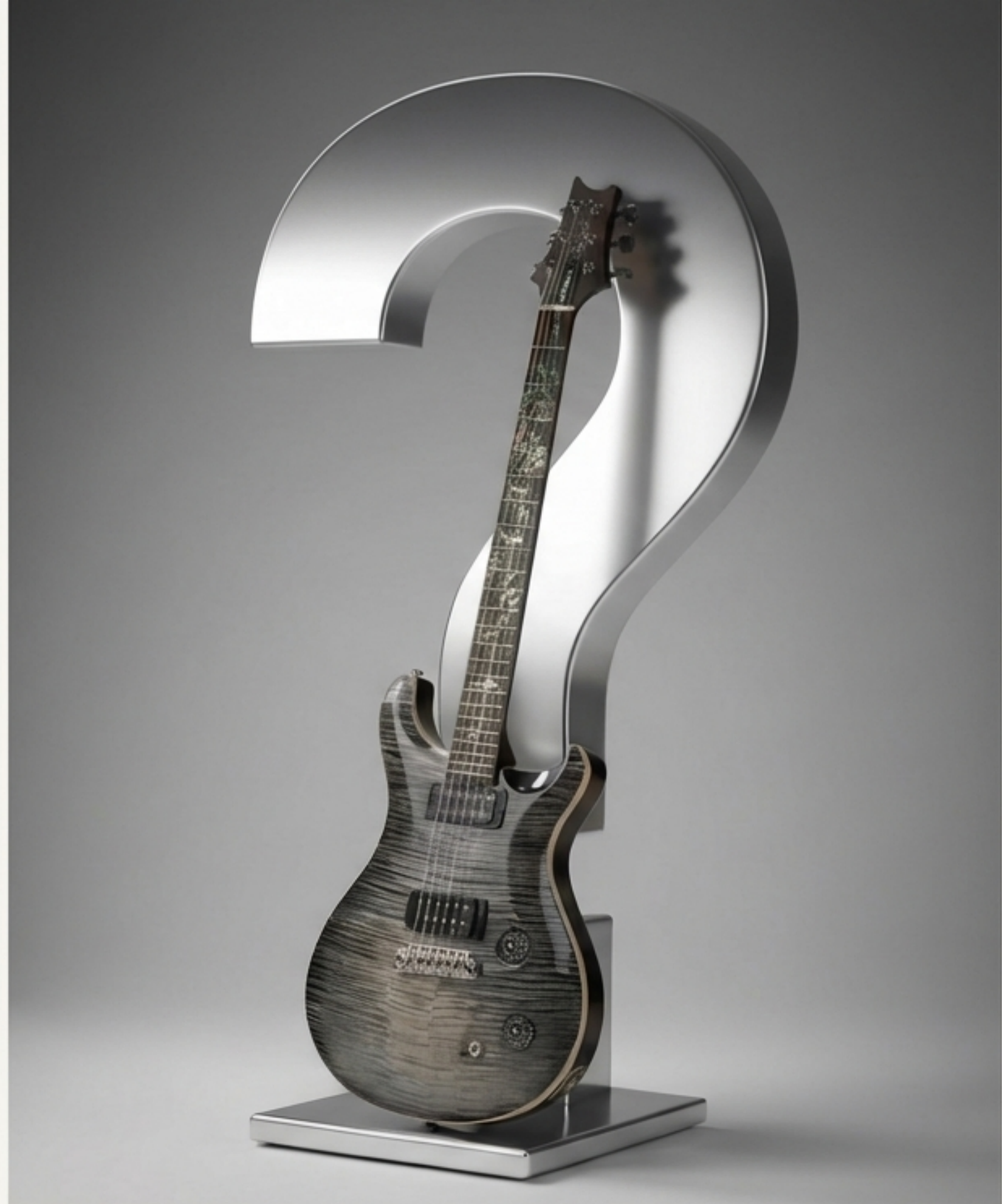


GIVE BACK

Invest in the next generation. A portion of all ticket sales directly supports youth-oriented music programs and at-risk youth centers, ensuring the art of guitar playing thrives.

Today, the Guitar Community Faces New Questions.

The industry is navigating an era of unprecedented challenges—from supply chain disruptions to tariff pressures threatening the very materials of our craft. The future requires dialogue, innovation, and a united united community.



More Than Music: A Platform for Advocacy and Support

Empowering the Community

A Working Summit at Sea

The cruise serves as a platform for industry dialogue where master luthiers, legendary artists, executives, and fans can share strategies and chart a path forward for our industry.

Tax-Deductible Support

Through our fiscal sponsorship with **Fractured Atlas, a 501(c)(3) nonprofit arts organization**, all financial and in-kind contributions are fully tax-deductible.



Giving Back to Music

A portion of every ticket sold directly supports youth-oriented music programs. We believe in investing in the next generation of musicians.



"This is something that I'm extremely passionate about in all my years of volunteering... and seeing the change that music can bring into the lives of many." – David Rona

Unlock Your Brand's Potential: Partner with the Ultimate Guitar Cruise



Reach a Hyper-Targeted Audience

Connect with serious players and collectors actively investing in new instruments and gear.

For Guitar & Gear Brands



Achieve Immersive Brand Integration

Deepen connections over seven days via workshops, demos, and social events.



Showcase New Products for Direct Feedback

Present new technology in an intimate, hands-on environment to get user feedback.

For Media Companies



Gain Exclusive, Unique Content

Access unique performances, artist interviews, and behind-the-scenes footage.



Drive Audience Growth & Boost SEO

Get guaranteed press publication and valuable backlinks to improve web traffic.

For All Partners



Benefit from a Tax-Deductible Sponsorship

Your partnership supports guitar education, heritage preservation, and music advocacy.



Build Long-Term Brand Loyalty

Drive repeat business and revenue growth from a passionate, dedicated audience.



Enhance Credibility & Trust

Align your brand with a respected, global music community and its artists.

Be the Hero: Help Us Build the Foundation

We are launching a tax-deductible crowdfunding campaign to hire the small, dedicated crew needed to rebuild this remarkable event for a great cause.

Primary Goals

1. Hire a small production staff to rebuild and grow the event.
2. Raise awareness about tariffs and their impact on the music industry.
3. Support youth music programs in Los Angeles.

Call to Action Details

Launch Date: December 23rd, 2025.

Tax Benefit: Contributions made through our fiscal sponsor, Fractured Atlas, can be deducted in tax year 2025 or 2026.

fundraising.fracturedatlas.org/ultimate-guitar-cruise--

The Journey: Details for December 2026



Event: The Ultimate Guitar Cruise

Dates: December 5-12, 2026 (7 full days)

Departure Port: San Pedro, California

Destination: The Mexican Riviera

Capacity: Strictly limited to 100 participants.

Booking Note: Tickets may go on sale as soon as January 15, 2026. Join the priority email list for advance notification.

Contact: info@ultimateguitarcruise.org

Join a Movement, Not Just a Cruise.

The **Ultimate Guitar Cruise** is a pioneering fusion of classical elegance and electric innovation, intimate education and world-class performance. It's an inspiring journey where music, the ocean, and community create something unforgettable.

Be part of a global family united by six strings and endless possibilities. Be one of the 100.