

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. This growing market is home to some of the most innovative and diverse event models in the world.

Ocean Cruise Passengers Worldwide (2009-2027)



Details: Worldwide; CLIA; Tourism Economics; 2009 to 2022. © Statista 2023.

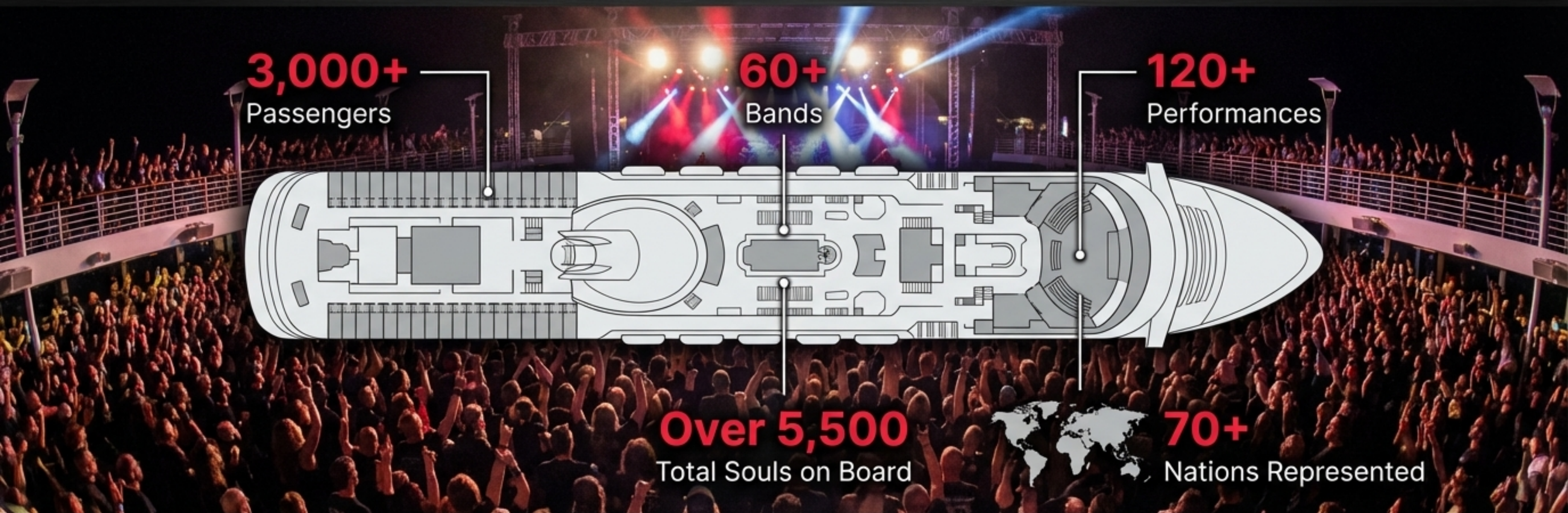


A Tale of Two Ships: Sailing the Same Seas.

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"



Value Proposition: The value proposition is **Overwhelming Abundance**. This is the 'United Nations of Metal,' a global community built on non-stop music and shared energy.

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

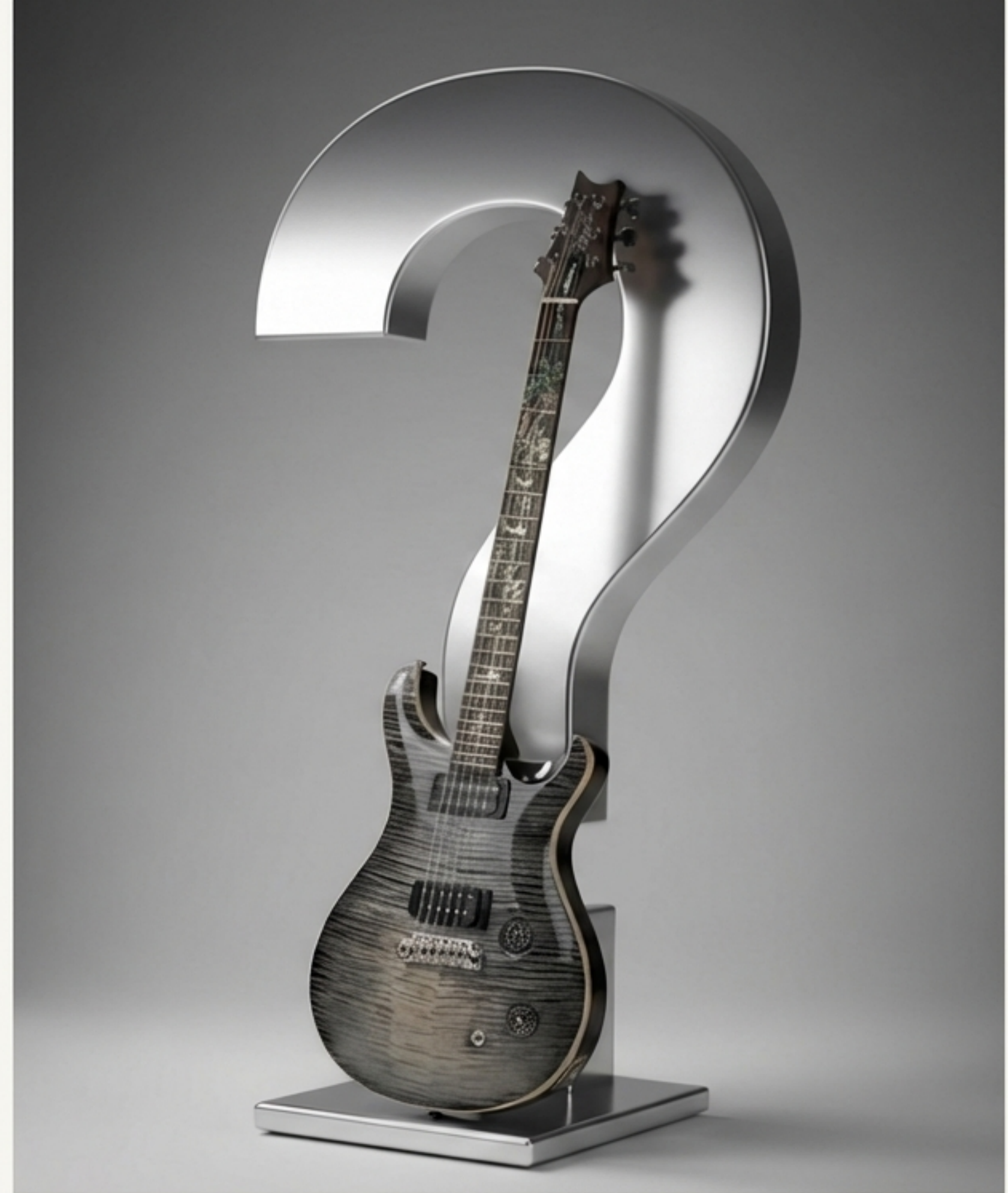


- 100 Participants.
- 7 Days of Deep Immersion.
- Unparalleled access to world-class artists and industry legends.

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

Today, the Guitar Community Faces New Questions.

More than two decades after our first voyage, 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 community.



An Idea Born from a Desire for “Something Positive and Meaningful.”

The 2003 Classical Guitar Cruise

Conceived by David Rona in the wake of September 11, 2001, to “build community and shake some of us out of our routine.”

Despite having no prior experience, Rona’s enthusiasm brought together artists like David Tanenbaum and Muriel Anderson.

The first voyage was a small affair with “around fifty guitar cruise participants.”

"He came on strong, hustling me as a sponsor... His enthusiasm wore me down... I had no idea what to expect." - Kenny Hill

"It's about people and relationships. David Rona set out to create a community building event, and hats off to him, he did it." - Kenny Hill



The Evolution of the Antidote: The Ultimate Guitar Cruise 2026

Building on a proven legacy, the vision has expanded. The Ultimate Guitar Cruise is the first event of its kind to unite the world of guitar in one extraordinary experience at sea.



Classical & Electric



Flamenco & Fingerstyle



Harp Guitar & Microtonal



Luthiers & Industry Leaders

"My first event was the maiden voyage of the classical guitar cruise and now some years later I'm rebuilding it to include flamenco, harp guitar, microtonal and the electric guitar." – David Rona, Founder

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.

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, media, 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. This empowers individuals and companies to champion guitar education while receiving meaningful tax benefits.

**Fractured
Atlas**

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, Founder



Join Us in Rebuilding This Legacy: The Crowdfunding Campaign

****The Mission****: We are launching a tax-deductible crowdfunding campaign to hire a small, dedicated crew. This team is essential to rebuild this remarkable event and amplify its mission to support youth music and unite the guitar community.

****The Goal****: Your support directly funds the production staff needed to bring this vision to life.

****Key Date****: Campaign Launches December 23rd, 2025.

Be a hero. Help us hire our team.

Your Contribution is a Tax-Deductible Investment in Music's Future.

The Mechanism:

The Ultimate Guitar Cruise is a sponsored project of **Fractured Atlas**, a trusted 501(c)(3) non-profit arts service organization.

How It Works:

- Contributions are made payable to "Fractured Atlas" for the charitable purposes of The Ultimate Guitar Cruise.
- Donations are tax-deductible to the extent permitted by law.
- Fractured Atlas issues official tax receipts for all contributions.



**Transparency Note: If you receive perks or benefits (such as cabin packages), your tax deduction will be reduced by the fair market value of those benefits, as required by the IRS.*

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



For Guitar & Gear Brands



Reach a Hyper-Targeted Audience

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



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.



Enhance Credibility & Trust

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

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.

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.

Event: The Ultimate Guitar Cruise

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

Route: Los Angeles / San Pedro to 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