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ROYAL CARIBBEAN CRUISES LTD. ANNOUNCES RESERVATION SYSTEM ENHANCEMENTS TO DELIVER BEST AVAILABLE CRUISE FARE

MIAMI, Oct. 28, 2013 – Travelers and travel agents can now enjoy a faster, easier and more flexible cruise fare search experience with Royal Caribbean Cruises Ltd.'s newly enhanced global reservation system. The system will provide more targeted, visible and relevant cruise options to travelers and travel agents, and instantly deliver and automatically apply promotions for which they qualify. With the new technology, vacationers planning a cruise with one of the company's cruise lines – Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises, and CDF Croisières de France – will now receive the best cruise rates that apply, based on travelers' age, loyalty program status, residency, current promotions, and a host of additional personal qualifiers.

"Our newly enhanced global reservation system is going to significantly elevate the cruise planning experience for our valued travel agent partners," said Vicki Freed, senior vice president of Sales, Trade Support and Services, Royal Caribbean International. "Travel agents will be able to quickly serve up the best available fares to help them better sell Royal Caribbean to their clients and grow their business."

Royal Caribbean has already engaged its travel agent partners around the world in training, in order to help them take advantage of the newly enhanced reservation system and deliver the best cruise value for vacationers immediately. Travel agents can find out more details about Royal Caribbean's newly enhanced reservation system at www.CruisingPower.com/BookSmarter.

"Travel agents selling Celebrity Cruises are going to instantly notice how fast this will help them make a booking and close a sale," said Dondra Ritzenthaler, senior vice president of Sales for Celebrity Cruises. "The newly enhanced reservation system is part of our ongoing strategy to ensure greater transparency and flexibility as cruise vacations continue to offer more options and grow in sophistication."

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Royal Caribbean's newly enhanced reservation system streamlines the cruise fare search process into four simple steps. First, travel agents will select the applicable qualifiers for their clients through their respective booking channel. The reservation system then returns the best available rate, which includes only applicable offers for their clients. The travel agent will then consult with their clients on which offer would deliver the greatest vacation value and arrive at the best eligible offer to select, at which time, the reservation can be finalized.

"We have leveraged the latest technology and delivered that power to our partners," said Bill Martin, vice president and Chief Information Officer for Royal Caribbean Cruises Ltd. "This has been a sizable undertaking, but we are confident that this will help our partners realize greater efficiencies and returns with this system."

Royal Caribbean Cruises Ltd. (NYSE/OSE: RCL) is a global cruise vacation company that owns Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisières de France, as well as TUI Cruises through a 50 percent joint venture. Together, these six brands operate a combined total of 41 ships with four under construction. They operate diverse itineraries around the world that call on approximately 460 destinations on all seven continents. Additional information can be found on www.royalcaribbean.com, www.celebritycruises.com, www.azamaraclubcruises.com, www.pullmantur.es, www.cdfcroisieresdefrance.com, www.tuicruises.com, or www.rclinvestor.com.

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