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ROYAL CARIBBEAN INTERNATIONAL ANNOUNCES 2013 LOYAL TO ROYAL TRAVEL AGENT PARTNERS OF THE YEAR

MIAMI, Jan. 13, 2014 – Royal Caribbean International is delighted to announce the 2013 Loyal to Royal Travel Agent Partners of the Year for the United States and Canada. Trailblazers for the year included World Travel Holdings, who received the President’s Award for Overall Achievement, and Cruise Planners-American Express Travel, who was named the Loyal to Royal Home-based Partner of the Year for the seventh consecutive time. Royal Caribbean’s Loyal to Royal Travel Agent Partners of the Year recognizes top performing travel agent partners and their loyalty and commitment to the cruise line.

“We are thrilled to name our 2013 Loyal to Royal Travel Agent Partners of the Year,” said Vicki Freed, senior vice president of Sales, Trade Support and Services, Royal Caribbean International. “Royal Caribbean is driven by our *Loyal to You Always* commitment to travel agents and we wish that we can recognize every Loyal to Royal partner. We thank all of our valued travel agent partners for recommending Royal Caribbean to their clients and their important role in creating unforgettable WOW vacations.”

Royal Caribbean’s 2013 Loyal to Royal Travel Partners of the Year are as follows:

President's Award for Overall Achievement

World Travel Holdings
Wilmington, Mass.

Home-based Partner of the Year

Cruise Planners-American Express Travel
Coral Springs, Fla.

Consortia Partner of the Year

AAA Travel
Heathrow, Fla.

Online Partner of the Year

Cruise.com
Dania Beach, Fla.

Corporate Incentive Partner of the Year

Buy the Sea
Plantation, Fla.

Canada Partner of the Year

Air Canada Vacations
Ontario, Canada

- more -

Southeast Region Partner of the Year	AAA Carolinas Charlotte, N.C.
Northeast Region Partner of the Year	American Discount Cruises Englishtown, N.J.
Central Region Partner of the Year	The World of Travel Bloomfield, Mich.
West Region Partner of the Year	Morris Murdock Travel Salt Lake City, Utah

Loyal to You Always is Royal Caribbean's historical commitment of unwavering support for travel agents and helping them increase profits and grow their businesses. *Loyal to You Always* is built on four principles: Personal interaction and support; Valuable resources that get results; Increasing profits for travel agents; and Award-winning travel agent education and development programs. For additional information, please visit <http://www.RoyalIsLoyaltoYouAlways.com>.

Royal Caribbean International is an award-winning global cruise brand with a 45-year legacy of innovation and introducing industry "firsts" never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Owned by Royal Caribbean Cruises Ltd. (NYSE/OSE: RCL), the cruise line sails 21 of the world's most innovative cruise ships to the most popular destinations in the Caribbean, Europe, Alaska, South America, the Far East, and Australia and New Zealand. World renowned for its friendly and engaging Gold Anchor Service, delivered by every staff and crew member, Royal Caribbean has been voted "Best Cruise Line Overall" for 11 consecutive years in the *Travel Weekly* Readers Choice Awards.

Media can stay up-to-date by following @RoyalCaribPR on Twitter, and visiting RoyalCaribbeanInternationalPR.tumblr.com and RoyalCaribbeanPressCenter.com. **Travel professionals** should go to www.LoyaltoYouAlways.com; call (800) 327-2056; and follow [Facebook.com/VickiLovesTravelAgents](https://www.facebook.com/VickiLovesTravelAgents). For additional information or to make reservations, **vacationers** should call their travel agent; visit RoyalCaribbean.com; or call (800) ROYAL-CARIBBEAN. Follow us on Facebook at [Facebook.com/RoyalCaribbean](https://www.facebook.com/RoyalCaribbean) or on Twitter @RoyalCaribbean.

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