



CONDÉ NAST TRAVELER & ROYAL CARIBBEAN INTERNATIONAL
ANNOUNCE THE FIRST-EVER
CONDÉ NAST TRAVELER INSTITUTE
A CERTIFICATION COURSE FOR CRUISE TRAVEL AGENTS

September 9, 2014 (New York, NY) – Last night at an exclusive event, *Condé Nast Traveler* Executive Vice President and Publishing Director **Bill Wackermann** and Royal Caribbean International Senior Vice President of Sales, Trade Support and Service **Vicki Freed** announced the first-ever **Condé Nast Traveler Institute**, a certification course for travel agents who specialize in cruises.

The *Condé Nast Traveler* Institute, presented by launch sponsor Royal Caribbean International, will be available as an online video course offered free of charge to all interested travel agents starting September 18, 2014.

“This is a ground-breaking moment for *Condé Nast Traveler*,” said Mr. Wackermann. “We are proud to be extending our brand into an industry accreditation program that adds distinction to the travel service industry and value to the consumer. We are thrilled to have Royal Caribbean as our launch partner for this exciting program.”

Each of the four courses will be hosted by a lifestyle and travel expert and focus on the four key touch points of a memorable cruise experience. Courses include **Lyss Stern** of *Divalyscious Moms* discussing the best way to travel with a family, New Orleans-born chef **David Guas** on how to prepare menus at home and aboard, celebrity event planner **Mary Giuliani** on adding service and style to your meetings and events, and *Condé Nast Traveler* contributing editor **Mark Ellwood** on traveling the world with the ship as a destination unto itself.

Upon successful completion of the course, travel agents will receive the *Condé Nast Traveler* Institute seal, certificate, pin, and invitations for onboard events exclusively for graduates.

“We are delighted to work with *Condé Nast Traveler* to create an informative series to help our valued travel agent partners sell more cruises and grow their businesses,” said Ms. Freed. “The *Condé Nast Traveler* Institute will help provide enriching and engaging content to travel agents from the authority in premium travel. The *Condé Nast Traveler* Institute is another example of our ongoing ‘Loyal to You Always’ commitment to deliver top-notch training for the travel agent community and support them with what they need to service their clients.”

“Loyal to You Always” is Royal Caribbean International’s continuous commitment to support its valued travel agent partners and help them sell cruises more effectively; increase their profits; and grow their businesses. The commitment 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.

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