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## **ROYAL CARIBBEAN CRUISES HELP CREATE MEMORIES ON SUMMER FAMILY VACATIONS**

### ***As Summer Nears, Family Travel Season on Royal Caribbean International Ships Heats Up***

**MIAMI, May 04, 2010** – With spring break memories still fresh in mind, families are looking toward the soon-to-follow, beloved summer months, ripe for travel. This year, Royal Caribbean International makes summer vacation for the whole family easy-to-plan — often as simple as a phone call to their travel agent or just a few mouse-clicks away — and easy-to-get-to from 12 North American ports close to home, meaning that there are no reasons why families should forgo a much deserved getaway this summer.

To inspire families to the world of opportunities possible on a summer cruise vacation, Royal Caribbean is airing new *Postcards from the Nation of Why Not* commercials, including the debut of an all-Spanish spot in select markets, depicting families enjoying memorable cruises and creating their own *Why Not* moments aboard some of the world's most innovative ships. The Spanish commercial is airing in the New York and Miami-Fort Lauderdale metropolitan area, and can be viewed at [www.RoyalCaribbean.com/Commercials](http://www.RoyalCaribbean.com/Commercials).

Savvy vacation hunters can register for Royal Caribbean's latest HOT deals via Royal Caribbean's web site, [www.royalcaribbean.com](http://www.royalcaribbean.com), or follow @royalhotdeals on Twitter. Vacationers also can take advantage of family pricing, special rates as low as \$56 per person, per cruise night for four guests occupying one stateroom. New York area vacationers can choose among family pricing for *Explorer of the Seas*' nine-night Bermuda and Bahamas cruises, starting at \$1,999 for the June 10, 2010, sailing, or nine-night Bermuda and Caribbean cruises, starting at \$2,399 for the August 5 sailing. Family pricing for these *Explorer of the Seas*' sailings are subject to availability and does not include applicable government taxes, fees and possible fuel supplements.

With hundreds of itinerary options available to Canada and New England, Bermuda, the Caribbean, Mexican Riviera and Alaska, family vacationers across the country are sure to find a Royal Caribbean cruise to suit their interests—often with no flights required. Families in the Northeast also can choose a five-night Bermuda getaway on *Explorer of the Seas*, which serves the New York metropolitan area year-round from Cape Liberty in Bayonne, N.J.; southerners are just a short drive to Norfolk, Va. and Port Canaveral, Fla., where dozens of itineraries exist, including seven-night sailings to the Caribbean on *Freedom of the Seas*; and those on the west coast can choose a seven-night Mexican Riviera cruises on *Mariner of the Seas*, sailing from Los Angeles. From South Florida, vacationers have year-round choices of Royal Caribbean's newest and most innovative ships, such as the world-renowned *Liberty of the Seas* and *Oasis of the Seas*, or the highly anticipated *Allure of the Seas*, which sets sail from December 1.

No matter which Royal Caribbean cruise ship or itinerary, guests of all ages will enjoy a memorable family vacation aboard some of the world's most innovative ships, offering the widest array of exclusive onboard amenities. Young guests up to the age of 11 can enjoy the cruise line's complimentary Adventure Ocean kids program, with continuous, scheduled sessions led by college-graduate counselors from 9 to 2 a.m. Teens can make new friends and hang out in the teen-only lounge or dance club, accommodations that Royal Caribbean exclusively offers fleetwide. Additionally, some of Royal Caribbean's cruise ships are fitted with the industry's most innovative onboard amenities, such as the cruise line's iconic rock-climbing walls, FlowRider surf simulators, Studio B ice-skating rinks, full-size basketball courts and carousels and zip-lines.

Adults can take in Royal Caribbean Productions' Broadway-caliber entertainment; try their luck in the Casino Royale; and savor delicious choices in the onboard restaurants and recount the excitement of the day over a cocktail in one of the onboard themed lounges. Throughout, all guests will enjoy the Royal treatment, served up by Royal Caribbean's friendly and engaging staff and crew.

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit [www.royalcaribbean.com](http://www.royalcaribbean.com) or call (800) ROYAL-CARIBBEAN. Travel professionals should go [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056.

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