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ROYAL CARIBBEAN CELEBRATES YEAR-LONG APPRECIATION OF TRAVEL AGENTS WITH “THE GIFT OF MORE” DURING THE MONTH OF APRIL

MIAMI, April 1, 2011 – Royal Caribbean International today kicks off Travel Agent Appreciation Month, showcasing a year-long appreciation of its valued travel agent partners. Throughout the month of April, the cruise line is featuring “the gift of more,” providing travel agents with more selling tools and more business development programs to expand their knowledge; market their expertise; and exceed their goals. Royal Caribbean also is launching the new Royal Advantage module within the University of WOW! to provide travel agents with ways in which to leverage the cruise line’s multi-ship revitalization program to find new sales opportunities. Travel agents who complete the new module will be entered into a drawing to receive a gift, which includes an office makeover or a personal consultation with a senior Royal Caribbean executive.

“We appreciate our valued travel agent partners for their loyalty, dedication and support all year and we want them to know that, in person, online or by phone,” said Vicki Freed, senior vice president of Sales, Trade Support and Services, Royal Caribbean International. “We are behind them 100 percent and we invest in their success by providing educational gifts that explore new and innovative ways to help our travel agent partners grow their business and increase their profits.”

Royal Caribbean is providing travel agents with the opportunity to offer Royal Incentive Rewards certificates (throughout Travel Agent Appreciation Month) to consumers to purchase and give as gifts or use for a future cruise vacation. On April 20, 2011, at noon, travel agents may log onto the University of WOW! for a special training webinar where they can learn about expanded travel agent rates, a Royal Incentive Rewards limited-time offer and a Group Amenities Plus (GAP) offer.

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Travel Agent Appreciation Month recognizes travel agents and the important role they play in helping to create memorable Royal Caribbean vacations for their customers. In recognition of this, the cruise line invites agents to unwrap these gifts again and again, refining their Royal Caribbean expertise. Royal Caribbean is providing travel agents with powerful tools through CruisingPower.com to market and sell the perfect cruise to their clients, generate e-quotes, make personalized collateral, plus, work with Business Development Managers to produce specialized, co-branded projects such as billboards, car wraps and mailers — a complimentary service. In addition, agents can hone their sales prowess through the University of WOW!, where they can score rewards and learn more about the brand through monthly training webinars, seminars at sea, regional familiarization cruises and travel agent rates.

Royal Caribbean International is a global cruise brand with 22 ships currently in service. The line also offers unique cruisetour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand. For additional information or to make reservations, call your travel agent. Travel professionals should go to www.cruisingpower.com or call (800) 327-2056.

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