



ROYAL CARIBBEAN

Michael Bayley
President and CEO
Royal Caribbean

Leading the world's largest and most innovative cruise line, Royal Caribbean President and CEO Michael Bayley oversees a global team of more than 50,000 employees who deliver memorable vacations to millions of guests around the world on 29 ships that visit more than 300 destinations.

Bayley is responsible for the vacation brand's entire operation, including the brand's destination portfolio encompassing Perfect Day at CocoCay and Royal Beach Club Paradise Island in The Bahamas; Labadee, Haiti; and four new destinations on tap across the Royal Beach Club Collection and Perfect Day Mexico. A key focus of his is to inspire every team to deliver the unrivaled and award-winning Royal Caribbean experience that combines innovation with excellence from ship to shore.

Under Bayley's leadership, Royal Caribbean continues to grow and change the game as a vacation brand with its expanding lineup of ships and destinations. The brand introduced a new era of vacations with the record-breaking *Icon of the Seas* – the first of the revolutionary Icon Class lineup and the world's best family vacation – followed by *Star of the Seas* in August 2025. The bold debut of Oasis Class ship *Utopia of the Seas*, the ultimate short getaway, followed *Icon* in 2024, and more vacations are on their way with *Legend of the Seas* from Europe in summer 2026 – along with the seventh Oasis Class vacation in 2028. Royal Caribbean has also set the stage for a new roster of destination experiences joining the lineup over the next two years, including the next Perfect Day – Perfect Day Mexico – and more Royal Beach Clubs in Cozumel, Mexico; Santorini, Greece; and the South Pacific.

Bayley also oversees destination and port development for Royal Caribbean Group, the brand's parent company, which drives various ongoing projects in different stages around the world.

Within the industry, Bayley is recognized as a thought leader and proponent of partnership across governments, cruise lines and trade organizations. He's on the global board of directors for the Cruise Lines International Association and is an executive committee member of the Florida-Caribbean Cruise Association, which builds cooperative relationships with destinations.

The president and CEO began his career 40-plus years ago in 1981 as an assistant purser on Royal Caribbean's *m.s. Nordic Prince*. In his 10 years at sea, he worked in a variety of positions, each with increasing responsibility. His success led him to become vice president of guest satisfaction, fleet operations; senior vice president of hotel operations and onboard revenue; and later as executive vice president of operations, overseeing marine, hotel, tour and ground operations, and commercial development. He spent time based in Europe as chairman and managing director of Island Cruises, a joint venture between First Choice Holidays – a leading U.K. Tour Operator – and Royal Caribbean. Bayley also once served as vice president at Caesars Palace in Las Vegas.

The industry veteran has pioneered the concept of cruising in emerging markets across the globe. In 2008, as executive vice president of international sales and marketing at Royal Caribbean, Bayley opened offices in 11 countries in Europe, Latin America and Asia, and he was instrumental in opening and developing the China market. He was named president and CEO of Celebrity Cruises in 2012 and was responsible for improving the line's overall financial performance when he expanded the vacation offering to guests in the premium segment. He became president and CEO of Royal Caribbean in 2014.

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