



® MEDIA CONTACTS:

Tracy Quan (305) 539-6577
tquan@rccl.com

Stephanie Holder (305) 982-2959
sholder@rccl.com

ROYAL CARIBBEAN INTERNATIONAL REINVENTS DIGITAL EXPERIENCE FOR CORPORATE MEETINGS, INCENTIVES AND EVENTS PLANNING

One-Stop Shop Now Features Dynamic Look, Streamlined Navigation, Enhanced Search Functionality

MIAMI, July 20, 2016 – Royal Caribbean International is taking planning to a new level for the growing corporate meetings, incentives and events industry at sea, with a major overhaul of RoyalCaribbeanIncentives.com that will make the experience of meeting and event professionals seamless from start to finish. Following its soft launch last week, the award-winning cruise line's new website delivers an interactive, customized experience that includes a fresh dynamic look, enhanced search functionality, streamlined site navigation, rich content and exclusive planning tools.

Featuring an inspiring look and feel, paired with a simplified user experience, the event and meeting planner hub now delivers a fully integrated process, including:

- **Dynamic design:** Leading with rich imagery, video and a bold, easy-to-navigate layout, the entirely new site allows planners to quickly pinpoint where they want to start, whether searching by destinations, ships and event venues or just browsing.
- **Search widget:** The new feature provides the ability to identify the ultimate event destination options based on a planner's group size, for a customized experience.
- **Responsive functionality:** Planners can explore and use the website from a variety of mobile and tablet devices as well as desktop computers and laptops.
- **Customization:** Personalized and simplified searches and newly added content, including the Royal Caribbean "[Event Customization Guide](#)," allow event planners to easily pull up the rich lineup of customizable options at their fingertips.
- **Request a Proposal Form:** Travel professionals have the ability to request a proposal from the cruise line based on their specific group criteria.

"Planning an unforgettable event at sea with us – no matter how intimate or grand – just became as intuitive and seamless as the world-class service we deliver to guests onboard our 25 ships 365 days of the year," said Lori Cassidy, AVP, Global Corporate, Incentive and Charter Sales, Royal Caribbean International. "With our reimagined website, we are thrilled to launch our latest investment in building new and stronger relationships with meeting and event professionals. As partners and brand experts, our job is to make the entire process as easy and valuable as possible, and this is further testament to that dedication."

(more)

Since its initial launch, Royal Caribbean's corporate meetings, incentives and events site has been a valued resource for meeting and event planners. The digital hub has always provided a robust array of tools, including direct access to instant references of the signature Royal Caribbean experience, the line's 25 cruise ships, the exclusive onboard event venues and a resource center for tips and guidelines, including a comprehensive planning guide on how to plan and customize their event.

Companies have a choice among 25 of the most innovative cruise ships in the industry, sailing exhilarating itineraries to the world's most popular destinations. Royal Caribbean is the only cruise line to offer dedicated conference facilities aboard every ship in its fleet, accommodating groups of all sizes. Featuring a wide range of accommodations and onboard experiences, each ship offers a variety of event spaces, dining venues, bars and lounges, leading multimedia technology to illustrate and enhance presentations, VOOM – the fastest internet at sea, and a dedicated event planning team on land to ensure a seamless execution of the meeting program. For even larger events, Royal Caribbean also offers full-ship charters for the utmost in customization and exclusivity, where an entire ship solely caters to the participants. With a charter, meeting planners can curate itineraries, onboard experiences, product launches and showcases, and staging for concerts and events.

For more information or to receive a quote to host a meeting, charter a ship and more, planners in North America can contact (800) 529 6916 and visit the new RoyalCaribbeanIncentives.com.

Royal Caribbean International is an award-winning global cruise brand with a 46-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. Onboard, guests are catered to with the cruise line's world-renowned friendly and engaging Gold Anchor Service by every staff and crew member.

Media can stay up-to-date by following [@RoyalCaribPR](https://twitter.com/RoyalCaribPR) on Twitter, and visiting RoyalCaribbeanPressCenter.com. For additional information or to make reservations, vacationers should call their travel agent; visit RoyalCaribbean.com; or call (800) ROYAL-CARIBBEAN. Travel professionals should visit cruisingpower.com or call (800) 327 2056.

#