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ROYAL CARIBBEAN TO INVEST MORE THAN \$1 BILLION IN MODERNIZING AWARD-WINNING SHIPS

Royal Amplified will Dramatically Redefine the Future of Adventure

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MIAMI, March 14, 2018 – [Royal Caribbean International](#) is amping up vacation adventures by reimagining its fleet with an investment of more than \$1 billion. The Royal Amplified program spans 10 ships in four years, and touches every facet of the guest experience on a lineup of the world’s most highly regarded and award-winning ships, including *Oasis* and *Allure of the Seas*, as well as all Freedom and Voyager Class ships. The program is set to introduce a wide range of innovative features and bold, new experiences that will further build on Royal Caribbean’s best-in-class global vacation offering.

In developing Royal Amplified, the global cruise line analyzed multiple years of guest satisfaction ratings, venue utilization data and crew interviews to focus the major investment on key features and experiences that matter most to travelers. Full details on each ship’s new amenities will be revealed on a continuous basis in the next three years.

“Royal Amplified is built on our passion for innovation, relentless attention to detail and commitment to always exceeding our guests’ expectations,” said Michael Bayley, President and CEO, Royal Caribbean International. “We sail with more than five million guests worldwide each year, and recognize the need to always innovate and stay ahead of the curve. We have designed this program to wow our loyal guests while also attracting the next generation of adventurers.”

Iconic Pools and Attractions

With Royal Amplified, outside decks will be reimagined for thrill seekers to discover everything they want under the sun and beneath the stars. From pools specifically designed for family fun and relaxing spa-like environments, to lively activities day and night, more specialized pool spaces will cater to diverse preferences. Upper decks will be amped up and evolved with exciting, new attractions and first-of-its-kind thrills such as Sky Pad, a virtual reality, bungee trampoline experience along with waterslides, and waterparks.

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Elevated Dining and Nightlife

Guests crave cornerstone cuisines, like Italian, seafood and Mexican, and Royal Caribbean will deliver on that with the introduction of more experiential dining concepts. Travelers also will see more of the cruise line's recently unveiled experiences, including **Hooked Seafood**, Royal Caribbean's New England-style restaurant; **Playmakers Sports Bar & Arcade**, and family-friendly **El Loco Fresh** with popular Mexican fare. Additional casual, grab-and-go eateries to keep guests fueled between their adventures will also make their debut.

What's more, adventurers will have the opportunity to drink, clink and live it up in distinct new bars and nightlife spots that deliver on the three tenets of a great night out: unique drinks, delicious food and live entertainment. This makes for more multidimensional nightlife venues offering food, live music and craft cocktails, like **The Bamboo Room**, and a signature outdoor Caribbean Bar. Other new concepts include a world-class music hall, a go-to spot for karaoke, and a lounge-style nightclub that will take the nightlife to a whole new level.

Redefined Short Caribbean Getaways

Royal Caribbean believes that vacations should provide maximum levels of adventure no matter how long or short. With short getaways becoming increasingly popular and necessary for today's traveler, the cruise line will ensure that its **3- and 4-night cruises** are just as exceptional as longer escapes. With the Royal Amplified focus on innovative attractions, iconic pools, distinct bars and dining, guests can enjoy an ample variety of options and features that will allow them to escape from their routine and redefine their weekends.

Royal Caribbean is not only amping up the adventure on its ships with the Royal Amplified program. The cruise line is also set to raise the bar in vacation adventures on land with the introduction of its Perfect Day Island Collection of unrivaled private island destinations around the world. The first in the collection, [Perfect Day at CocoCay](#), Bahamas, scheduled to open May 2019, will offer the ultimate in thrill and chill with a number of distinct experiences and iconic features giving guests first-time experiences that will top any bucket list. Four Royal Caribbean ships in the Royal Amplified program, departing from New York, Maryland and Florida, will call at Perfect Day at CocoCay, Bahamas, providing guests with a vacation like no other in the Caribbean.

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A Look Ahead at Royal Amplified

- **Freedom Class** – *Independence of the Seas* will be the first ship in the Royal Amplified program to reveal multimillion-dollar upgrades, including **Sky Pad**, **Battle for Planet Z**, a glow-in-the-dark laser tag experience; **The Perfect Storm** trio of waterslides and a new **Royal Caribbean Escape Room: The Observatory** challenge, where competitors can solve a series of high-tech riddles to unravel a mystery. Not to mention the addition of new dining venues, from **Fish and Ships** – a seaside seafood spot with freshly battered fish and chips and other guest favorites – to **Playmakers Sports Bar & Arcade**, **Izumi Hibachi and Sushi** and **Sugar Beach**. *Independence* will offer 3- to 14-night sailings from Southampton, England beginning in May 2018, before she heads across the pond in Nov. 2018 to sail from Ft. Lauderdale, FL on 4- to 5-night Caribbean cruises. *Freedom of the Seas* will be up next, debuting new features in 2020, followed by *Liberty of the Seas* in 2021.
- **Voyager Class** – In summer 2018, the transformation of Royal Caribbean’s short Caribbean cruises will begin with a more than \$100 million amplification of [*Mariner of the Seas*](#). *Mariner* will redefine the short Caribbean getaway by giving guests the chance to take their weekends to new heights with the addition of new thrills, such as Sky Pad and laser tag; The Bamboo Room, a retro lounge with its tiki-chic décor; and the fun and vibrant Playmakers Sports Bar & Arcade. The program will continue in 2019 on sister ship *Navigator of the Seas*, which also will be redesigned to specifically cater to those who seek a short getaway.
- **Oasis Class** – *Oasis of the Seas* will be completely reimagined in fall 2019, ten years after her revolutionary debut. The ship will gain new thrills, pools, bars and culinary creations, as well as introduce new restaurants and onboard adventures found on the newest Oasis Class ship, *Symphony of the Seas*. These enhancements will cascade to *Allure of the Seas* in spring 2020, making every ship in the class more adventurous than ever.

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[Royal Caribbean International](#) is an award-winning global cruise brand with a 49-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, state-of-the-art 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 service by every staff and crew member. Royal Caribbean has been voted “Best Cruise Line Overall” for 15 consecutive years in the Travel Weekly Readers Choice Awards.

The cruise line sails 24 of the world’s most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand. Media can stay up-to-date by following [@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.

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