

## **CAREER-ING INTO THE SUNSET**

### ***Get paid the equivalent of a six-figure salary to travel the world as a 'global experience hunter'***

- International cruise giant Royal Caribbean® International launches search for a new Shore Explorer 'apprentice' to embark on an all-expenses-paid world trip
- In addition to Japan, Alaska, Europe and the Middle East, they will be one of the first to visit *Perfect Day<sup>SM</sup> at CocoCay<sup>®</sup>* – a new and exclusive private island in the Caribbean
- Judging panel includes James McVey, *The Vamps'* writer & guitarist and *I'm A Celebrity...Get Me Out of Here!* 2018 contestant
  - Research\* shows that 63% of millennials are more satisfied with seeking out new experiences than having material assets

[Royal Caribbean International](#) has today opened applications for its first ever [Shore Explorer 'Apprentice-Ship'](#).

Candidates can apply via Instagram for the opportunity to seek out and test extraordinary shore experiences in some of the most jaw-dropping destinations across the globe – while getting paid a salary equivalent to over £100,000 per year for their troubles\*\*.

Building on the success of its '*Intern-ship*' programme from two years ago, the lucky candidate will act as apprentice to Royal Caribbean's Instagrammer-in-Chief, Russ Francis, who was appointed the role following his application in 2016, and last year captured the largest cruise ship in the world, [Symphony of the Seas<sup>SM</sup>](#).

The chosen apprentice will embark on a global trip, seeking out new land-based experiences that will ultimately influence the brand's shore excursion programme for 2019 and beyond.

Their only daily task will be capturing their experiences on Instagram, Insta-Stories and IGTV.

They will then have the chance to enjoy a range of 'bucket list experiences' such as visiting a glacier in Alaska, exploring Osaka in Japan, white water rafting in the Norwegian Fjords, or riding the world's longest urban zip wire in Dubai.

Furthermore, the apprentice will also be one of the first to step foot on Royal Caribbean's new and exclusive private island in the Caribbean, [Perfect Day<sup>SM</sup> at CocoCay<sup>®</sup>](#), set to open in May 2019.

The successful candidate will be selected by an independent panel of judges consisting of The Vamps' writer & guitarist and contestant in *I'm A Celebrity...Get Me Out of Here!* 2018, James McVey; Ben Bouldin, Managing Director Royal Caribbean International UK & Ireland; Nadia El Ferdaoussi, Travel Writer; and Russ Francis.

On becoming a Shore Explorer judge, James McVey said: "My jungle experience taught me that you really can't beat the thrill of exploring new destinations and experiences - whether on land or sea - and that's what becoming a Shore Explorer is all about. I'm so excited to be working with Royal Caribbean to find the perfect person for this new Apprentice-Ship; someone who has a passion for travel, exploration and seeking out new and extraordinary experiences around the world. And, of course, they have to be brilliant at sharing their adventure online too!"

Intrepid travellers and wannabe globe trotters who think they've got what it takes to be Royal Caribbean's Shore Explorer can apply by sharing their favourite travel experience in a picture or video on Instagram, Insta-Stories or IGTV tagging #ShoreExplorer and @RoyalCaribbeanUK

The search for a Shore Explorer 'Apprentice-Ship' follows new research from Royal Caribbean that reveals millennials are adopting a 'do it' rather than 'own it' attitude, with almost two thirds (63%) claiming to get more fulfilment from seeking out experiences than from owning 'stuff'.

Seeing the Northern Lights, going on safari, experiencing a hot air balloon ride, and visiting Canada, all feature highly on the bucket lists of millennials. 46% of those surveyed cited visiting the Northern Lights on their bucket list, while comparatively only 18% claimed that owning a home is currently a key life goal.

A Royal Caribbean spokesperson said: *"We're looking for an adrenaline junkie who is not only hungry for adventure, but also has a unique ability to capture a moment and tell a story in a simple social media post."*

*"We already offer a huge amount of incredible, once-in-a-lifetime, on-land experiences as part of our cruise holidays - from zip wires and white water rafting, to walking on glaciers and hot air balloon rides. By launching this position, we're hoping that the winning candidate will take our shore excursion programme to the next level."*

The study also revealed:

- The 'do it, rather than own it' trend is largely being driven by social media, with 43% of millennials claiming that they would invest in an experience 'for the 'Gram' – i.e. to brag about it on Instagram and other social media
- Over half (51%) of millennials claim that they would rather spend their money on memorable experiences over material possessions
- Almost a third (28%) of this age group have even booked a holiday or experience after seeing someone posting about it on Instagram
- A fifth (21%) of millennials cites a fear of FOMO (fear of missing out) as their reason for spending their money on real-world experiences

2019 is set to be a big year for Royal Caribbean, with the highly anticipated launch of its very first Quantum Ultra Class ship, *Spectrum of the Seas*<sup>SM</sup>, as well as unveiling *Perfect Day*<sup>SM</sup> at *CocoCay*<sup>®</sup> – its very own private Caribbean island complete with the tallest waterslide in North America.

Hopeful applicants must be 21 years or over, hold a valid passport and be able to travel this year. More information can be found by visiting Royal Caribbean's [UK Instagram channel](#) or [website](#).

**-Ends-**

**Notes to editors:**

\*Research based on a One Poll survey of 2,000 UK adults commissioned by Royal Caribbean

\*\*Successful candidate will receive £2k per week (for three weeks) upon completion of their trip, equivalent to an annual salary of £104k

**THE MILLENNIAL'S TOP SOCIAL MEDIA BRAG LIST: TOP 50 EXPERIENCES THEY'D WANT TO CAPTURE FOR SOCIAL MEDIA REVEALED:**

1. See the Northern Lights
2. Visit NYC
3. Visit California
4. Spend New Year's Eve in New York City
5. Go on safari
6. Visit Las Vegas
7. Meet someone famous
8. See the Grand Canyon
9. See the Pyramids in Egypt
10. Walk on the Great Wall of China
11. Visit Thailand
12. Drive Route 66
13. Swim With dolphins
14. Visit Canada
15. Go To a music festival
16. Go on a hot air balloon ride
17. Ride an elephant
18. Go to Paris
19. Visit Alaska
20. Go on a cruise
21. Visit Machu Picchu, Peru
22. Fly first class
23. Visit a glacier
24. Get a Tattoo
25. Eat at a 5 star restaurant
26. Hold a monkey
27. Skydive
28. Go scuba diving
29. Spent night in a cabin
30. Own a car
31. Run a marathon
32. Ride a zip wire
33. Be an extra in a movie
34. Go on a jet ski
35. Star gaze
36. Write a book and get it published
37. Go white water rafting
38. Ride a camel
39. Learn to surf
40. Bungee jump
41. Attend Mardi Gras in New Orleans
42. Plant a tree
43. Go hiking

44. Go sailing
45. Go boating
46. Ride in a limousine
47. Hold a gator
48. Visit a winery
49. Donate blood
50. Volunteer

To contact the Royal Caribbean Office, please call +44 (0)207 932 3691 or email [RoyalCaribbean@goodrelations.co.uk](mailto:RoyalCaribbean@goodrelations.co.uk)

**About Royal Caribbean:**

[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, West-End style entertainment and industry-acclaimed programming that appeals to families and adventurous holidaymakers alike. Onboard, guests are catered to with the cruise line’s world-renowned friendly and engaging service by every staff and crew member.

Even more, UK consumers and travel agents think we’re doing great things... in 2017, Royal Caribbean won over 40 national and international awards including "Best in Cruise " in the Sun Travel Awards, "Best Cruise Line for Entertainment" and "Best Cruise Line for Suites" in the Cruise Critic UK Editor's Picks, “Cruise Line of the Year 2017” in the Virgin Holidays Travel Awards and “Best Mainstream Cruise Company” in the Globe Travel Awards.

The cruise line sails 25 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 [@MyRoyalUK](#) on Twitter and visiting [RoyalCaribbeanPressCenter.com](http://RoyalCaribbeanPressCenter.com).

For additional information or to make reservations, guests can visit [www.royalcaribbean.co.uk](http://www.royalcaribbean.co.uk) or call 0844 493 3033 (calls cost 7p per minute plus your phone company’s access charge), or call their travel agent. Travel professionals can visit [myclubroyal.co.uk](http://myclubroyal.co.uk).