

**ROYAL CARIBBEAN LOOKS TO TURN NAYS TO YAYS IN CRUISING  
WITH NEW 'STOP WONDERING, START WANDERING' CAMPAIGN  
*Bold Deals in Singapore for Cruise Line's 50th Anniversary Celebration***



*Quantum of the Seas' innovative sports deck attractions*

**SINGAPORE, July 10, 2019** – Global cruise brand Royal Caribbean International kicks off its *50 Years Bold* anniversary celebration this July in Singapore with attractive bold deals, together with the launch of its latest marketing campaign 'Stop Wondering, Start Wandering.'

Based on Royal Caribbean's recent survey in Singapore on the attractions of cruising, as many as 60% of the respondents indicated that they are keen to try cruising, with another 25% replying "maybe." Factors include, cruising being perceived as fun, fuss free and convenient. However, the survey also shows that while consumers wonder about the perks and possibilities of going on a cruise for holiday, it may lead to overthinking and hesitancy, due to misconceptions of high costs and boredom, and hence, fear of not enjoying one's cruise experience.

Royal Caribbean aims to overcome these obstacles when it comes to cruising, by kicking off a new campaign this month called 'Stop Wondering, Start Wandering,' to be launched in print, out-of-home (OOH), radio, TV commercials and digital formats. In line with its 50th anniversary, the

campaign highlights the brand's renowned first-in-industry innovations over the years, ranging from the FlowRider, Ripcord by iFly skydiving simulator, Zip Line, Ultimate Abyss slide and Bionic Bar, to its latest innovation, the Sky Pad VR bungee trampoline, which all have been attracting guests of all ages around the world.

Closer to home, with the upcoming seasons of *Quantum of the Seas* and *Voyager of the Seas*, with *Voyager* being amplified later this year, travelers in Singapore won't have to just dream about their ideal cruise adventure—They can experience it with their loved ones with Royal Caribbean's spectacular deals for its Global Anniversary Celebration starting this week. The second guest sails at only S\$50, and kids ages 11 and under can enjoy their cruise at no cost. HSBC credit card holders can enjoy an additional 5% discount on their cruises as well. Terms and conditions apply.

Vacationers can choose from *Voyager of the Seas*' seven sailings from October 21 from Singapore, ranging from 3 -to -5 nights to ports such as Phuket, Melaka, Penang and Kuala Lumpur (Port Klang). *Quantum of the Seas* will offer 34 sailings over six months starting from November 16, also from Singapore. Her itineraries include 4-night cruises to Phuket and Kuala Lumpur (Port Klang), 5-night cruises to Phuket, Kuala Lumpur (Port Klang) and Penang, and a 7-night cruise to Bangkok (Laem Chabang) (with an overnight) and Ho Chi Minh City.

This anniversary offer will be the highlight of Royal Caribbean's roadshow at Raffles City Shopping Centre, Level 1 from July 11-16, from 10 a.m. to 10 p.m. For inquiries and bookings, customers can call **6305 0033** or visit [www.royalcaribbean.com.sg](http://www.royalcaribbean.com.sg).

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### **About Royal Caribbean International**

Royal Caribbean International is an award-winning global cruise brand with a 50-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. On board, guests are catered to with the cruise line's world-renowned friendly and engaging Gold Anchor 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 and entered into TTG Travel Awards' Travel Hall of Fame in 2018 after being "Best Cruise Operator" for 10 consecutive years. It is also named "Best Cruise Line" of the Travel Weekly Asia's Reader's Choice Awards since 2015.

The cruise line sails 26 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, Australia and New Zealand. Media can stay up-to-date by following [@RoyalCaribPR](https://twitter.com/RoyalCaribPR) on Twitter, and visiting [RoyalCaribbeanPressCenter.com](http://RoyalCaribbeanPressCenter.com)

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