



MEDIA CONTACTS: Lucy Radford  
lradford@rccl.com

Miriam Knox  
mknox@rccl.com

## **ROYAL CARIBBEAN'S UK AND IRELAND CLUB REWARDS APP GETS MAKEOVER**

*The Cruise Line Launches 'Club Royal Plus' to Better Serve Travel Agents*

**LONDON, Mar. 8, 2022** – Royal Caribbean International continues to pave the way when it comes to technological innovation through the launch of a **new travel agent app in the UK and Ireland – ‘Club Royal Plus’**. The app is designed to make agents’ lives easier, equipping them with everything they need to sell Royal Caribbean holidays and linking intrinsically with Royal Caribbean’s existing and well-established Club Royal UK and Ireland trade platform.

The enhanced offering, launching in two phases, is designed to enable and incentivise travel agents to discover more about Royal Caribbean’s product range, current offers and partner benefits. In the first phase, members will receive exclusive news and notifications, be able to utilise facial recognition for convenient access and claim, as well as spend, rewards in return for logging their bookings. With any booking logged through Club Royal Plus, partners can earn up to £15/€15. This money is transferred to their personalised digital Mastercard, which can be linked to Apple Pay or Google Pay, giving partners a convenient way to spend their cashback.

Club Royal Plus also enables travel agents to learn about flash sales and enter exclusive competitions at the tap of their fingertips. Phase 2 will see the launch of short and engaging training modules in the brand-new knowledge hub. Agents can progress and complete the modules to advance through the membership tiers and increase their available benefits, including unlocking additional ballots for exciting prizes and incentives ranging from ship visits to money-can’t-buy events.

Stuart Byron, sales director, UK, Ireland and Spain, Royal Caribbean International comments: “We know how hard our travel agents work, and we want to make their job easier with the launch of Club Royal Plus. The new, innovative app gives agents everything they need to succeed in selling Royal Caribbean cruises both conveniently and efficiently – as well as a smart way to access their rewards.”

More details on Royal Caribbean’s Club Royal Plus and how to download the new app are available at [www.myclubroyal.co.uk](http://www.myclubroyal.co.uk).

*(more)*

### **About Royal Caribbean International**

Royal Caribbean International, owned by Royal Caribbean Group (NYSE: RCL), has been delivering innovation at sea for more than 50 years. Each successive class of ships is an architectural marvel that features the latest technology and guest experiences for today's adventurous traveller. The cruise line continues to revolutionise holidays with itineraries to 240 destinations in 61 countries on six continents, including Royal Caribbean's private island destination in The Bahamas, [Perfect Day at CocoCay](#), the first in the Perfect Day Island Collection.

Media can stay up to date by following [@RoyalCaribPR](#) on Twitter and visiting [RoyalCaribbeanPressCenter.com](#). For additional information or to make reservations, travellers can call their travel advisor or visit [RoyalCaribbean.com](#).

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