



MEDIA CONTACTS:

Lucy Radford
Royal Caribbean International
lradford@rccl.com

Rajat Sharma
IAG Loyalty
media1@avios.com

ROYAL CARIBBEAN AND IAG LOYALTY SET SAIL IN GROUNDBREAKING PARTNERSHIP

- *The world's largest cruise line is IAG Loyalty's first cruise partner.*
- *Members of British Airways Executive Club, Aer Lingus AerClub, Iberia Plus and Vueling Club can earn three Avios for every £1/€1 spent when booking a balcony or suite on Royal Caribbean's U.K., Spain and Ireland websites.*

LONDON, 29 Aug. 2024 – Royal Caribbean International and IAG Loyalty are coming together to make holidays even more rewarding and memorable with the **global loyalty currency Avios**. The **first-of-its-kind partnership** between IAG Loyalty and the world's largest and most loved cruise line brings Avios from shore to sea for the first time; **starting Thursday, 29 Aug., holidaymakers can collect valuable Avios points when they book balcony rooms or suites for their next holiday through Royal Caribbean's U.K., Spain and Ireland [websites](#).**

Adventurers ready to get away will earn the exclusive, new benefit of **three Avios for every £1 or €1 spent** when booking **their pick of Royal Caribbean's award-winning vacations**. To start making the most of the new partnership, holidaymakers can sign up to become loyalty members of **British Airways Executive Club, Aer Lingus AerClub, Iberia Plus or Vueling Club**.

Gerard Nolan, vice president of Europe, the Middle East and Africa, Royal Caribbean International said: "This partnership is introducing yet more ways holidaymakers can add phenomenal value to their holiday. Between enjoying the variety of dining experiences, show-stopping entertainment and the stunning destinations we visit around the world, now travellers can also earn Avios – and save – while making memories. Just think, the Avios earned for a two-person balcony room could cover a one-way flight within Europe. There are sizeable savings in store."

Royal Caribbean holidays bring together an unmatched combination of bold ships and destinations, including award-winning private destinations like [Perfect Day at CocoCay](#) in The Bahamas. From **record-breaking thrills** and **ways to chill** to a **variety of restaurants, bars and lounges**, to **experiences for adults and kids alike** – and for any occasion – and more destinations around the world, there are ways for every type of family and holidaymaker to make memories.

(more)

David Black, Head of Retail, Travel and Leisure, IAG Loyalty said: “We’re delighted to welcome Royal Caribbean International to our roster of partners that further ensure travel experiences become more rewarding for our members. When we look to work with new partners, we look for popular brands that fit seamlessly with members’ lifestyles and travel choices. As the largest and one of the most popular cruise lines, Royal Caribbean ticks those boxes and more.”

Avios is the global loyalty currency owned and run by IAG Loyalty (IAGL). The currency can be collected across a wide mix of sectors, including flights, travel, leisure, shopping and financial services. IAGL also partners with market-leading global brands such as American Express, Nectar, Avis Budget Group, Uber and Marriott.

For more details on the new Royal Caribbean and IAG partnership, holidaymakers can visit Royal Caribbean’s [website](#).

--ENDS--

About Royal Caribbean International

[Royal Caribbean International](#), part of Royal Caribbean Group (NYSE: RCL), has delivered memorable vacations for more than 50 years. The cruise line’s game-changing ships and private destinations revolutionize vacations with innovations and an all-encompassing combination of experiences, from thrills to dining and entertainment, for every type of family and vacationer. Voted “Best Cruise Line Overall” for 21 consecutive years in the Travel Weekly Readers Choice Awards, Royal Caribbean makes memories with adventurers across more than 300 destinations in 80 countries on all seven continents, including the line’s top-rated private destination, Perfect Day at CocoCay in The Bahamas.

Media can stay up to date by following [@RoyalCaribPR](#) on X and visiting [www.RoyalCaribbeanPressCenter.com](#). For additional information or to book, vacationers can visit [www.RoyalCaribbean.com](#), call (800) ROYAL-CARIBBEAN or contact their travel advisor.

(more)

About Avios and IAG Loyalty

Avios is the global loyalty currency of the British Airways Executive Club, Qatar Airways Privilege Club, Iberia Plus, Aer Lingus AerClub and Vueling Club. There are more than 40 million members worldwide, collecting in excess of 3,000 Avios every second.

IAG Loyalty is committed to helping businesses transform relationships, by maximising the potential for loyalty. We create unparalleled and rewarding experiences for Avios collectors, including a broad range of flight and travel rewards. Its parent company, International Airlines Group (IAG) is one of the world's largest airline groups with 533 aircraft flying to 279 destinations and carrying around 118 million passengers each year (pre-COVID). Its leading airlines in Spain, the UK and Ireland include Aer Lingus, British Airways, Iberia, Vueling and LEVEL.

For further information on IAG Loyalty, please visit: <https://www.iagloyalty.com>

###