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**ROYAL CARIBBEAN IS BRINGING THE HOLIDAY HEAT TO THE BRISBANE HEAT**

*The holiday brand will bring more unforgettable family experiences to cricket fans in a new holiday partnership with Brisbane Heat and Queensland Cricket for the 2025-26 season*

**SYDNEY, 1 July 2025** – Royal Caribbean has hit it for six and entered a new partnership as the **Official Holiday Partner of the Brisbane Heat and Queensland Cricket for the 2025-26 season**. Known for more than 50 years of delivering memorable adventures for families sailing from Australia and around the world, Royal Caribbean will make this summer one to remember for Brisbane Heat fans. Through the partnership, BNE Heat members can make the most of the season with Royal Caribbean **exclusive deals, sneak peek product updates** and **weekend getaway giveaways**, along with **family-focused community** and **fan event experiences** throughout the summer season.

“We're excited to announce the coming together of two iconic brands, as we partner with the Brisbane Heat to create engaging and unforgettable fan experiences both on and off the field,” said Gavin Smith, vice president and managing director, Australia and New Zealand, Royal Caribbean. “As Royal Caribbean prepares for the upcoming Australian summer season of memory-maxing holidays, our goal is to provide unmatched experiences and entertainment to Queensland families in between monumental cricket games. We look forward to partnering with the Heat to create unforgettable moments for cricket lovers and holidaymakers this summer.”

Fans will see the partners unite on and off the field, with Royal Caribbean serving as the presenting partner of the **Gabba Park ‘Fan Zone’**, as well as creating **‘The Royal Caribbean Countdown,’** set to be a fan-favourite moment, all starting in December 2025.

Reflecting on the partnership, Heat General Manager, Commercial, Marketing & Corporate Affairs, Pete Lock, mirrored this sentiment by suggesting there were clear synergies between Royal Caribbean and the Brisbane Heat.

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“The Heat brings families together every summer. The start of summer holidays is when the Women’s Big Bash League and Big Bash League thrive, and it is a natural fit with Royal Caribbean, as it is also the peak time for travel, entertaining holidaymakers in beautiful locations,” said Lock. “We are very pleased to be on board with Royal Caribbean and look forward to working alongside them to make summer even more special for our Heat members and fans.”

The partnership comes on the heels of the Australian sailing season kicking off with an action-packed summer of adventures, including the long-awaited return of [\*Voyager of the Seas\*](#) to its new **home in Brisbane**. Aussie holidaymakers can choose from a **line-up of 45 getaways to the South Pacific, New Zealand** and along the **eastern seaboard**, sailing between **November 2025 and April 2026**, offering something for everyone in the family.

To celebrate Royal Caribbean as the Official Brisbane Heat Membership Partner, the holiday brand is hosting a pre-season competition for members to win the ultimate family holiday as well as an exclusive member offer on 2025/26 sailings. For competition details, holidaymakers can visit [www.brisbaneheat.com.au](http://www.brisbaneheat.com.au).

#### **About Royal Caribbean**

[Royal Caribbean](#), part of Royal Caribbean Group (NYSE: RCL), has delivered memorable vacations for more than 50 years. The cruise line’s game-changing ships and exclusive 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 22 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 exclusive destination, Perfect Day at CocoCay in The Bahamas.

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

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### **About Brisbane Heat**

The Brisbane Heat is one of the eight founding franchises of the Big Bash League, Australia's premier T20 cricket competition. Known for their vibrant teal uniforms and passionate fan base, the Heat have become a staple of summer cricket in Queensland. The team plays its home matches at the iconic Gabba, a venue renowned for its electric atmosphere and rich cricketing history.