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ROYAL CARIBBEAN INVESTS IN LONG-TERM SARGASSUM MANAGEMENT PROGRAM TO PROTECT MAHAHUAL COASTLINE IN QUINTANA ROO

New collaboration with the Mexican Navy, local leaders and the state of Quintana Roo to strengthen shoreline protection and accelerate sustainable solutions for the region

MAHAHUAL, MX – March 3, 2026 – Royal Caribbean announced a major multi-year commitment to strengthen sargassum protection and removal efforts across Mahahual, Quintana Roo, responding directly to community identified priorities around coastal health and quality of life. Rising sargassum blooms continue to affect beaches, natural habitats, and air quality across Mahahual and neighboring areas, underscoring the need for long-term, coordinated action.

In close partnership with residents, businesses, environmental specialists, and the Mexican Navy, Royal Caribbean established a community driven working group to help identify the most effective and sustainable mitigation strategies. Insights from these conversations are shaping both immediate shoreline protection efforts and future opportunities to transform collected sargassum into beneficial uses through circular economy solutions.

“Clean and thriving shorelines are essential to the people of Mahahual,” said Ari Adler, President, Royal Caribbean Mexico. “The community told us protecting this coastline is a top priority, and we’re acting on that commitment—deploying new equipment, strengthening barriers, and working hand-in-hand with local partners and the state of Quintana Roo to keep these beaches clean.”

“The protection of coastal ecosystems is a priority for the State Government. We appreciate any collaborative efforts that benefit our territory and its population,” said Secretary of Ecology and Environment of Quintana Roo, Óscar Rébora.

Royal Caribbean’s participation powers a strengthened sargassum management program focused on both immediate action and long-term impact both for the port of Costa Maya, the community of Mahahual and the coast of southern Quintana Roo. Early efforts include adding new anchor points – in partnership with the Mexican Navy – to reinforce net systems that help prevent incoming blooms from reaching the shoreline. Royal Caribbean is also deploying seaweed skimming equipment designed to efficiently remove floating sargassum before it accumulates on beaches.

Alongside these efforts, the vacation company is also committed to ongoing community beach clean-up efforts to ensure coastlines can continue to thrive.

The sargassum management program will ultimately feature a long-term solution which will automate the collection process, with a low-noise, low-impact, state-of-the-art system able to collect the seaweed from the water avoiding the collection of sand and other debris. This will make composting, and other circular economy uses easier.

This program is aligned with Royal Caribbean’s SEA the Future initiative which seeks to offer the best vacation experiences responsibly, sustaining the planet, energizing communities, and accelerating innovation. Royal Caribbean’s commitment to supporting projects that uplift and uphold environmental preservation, economic development, and sustainability plays a vital role in ensuring that coastal destinations remain resilient, welcoming, and vibrant for generations to come.

To learn more about Perfect Day Mexico, visit www.PerfectDayMX.com.

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 industry-leading innovations and an all-encompassing combination of experiences, from thrills and ways to chill, to dining and entertainment, for every type of family and vacationer. Voted "Best Cruise Line Overall" for 23 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 vacation brand's Perfect Day at CocoCay and Royal Beach Club Paradise Island in The Bahamas, plus four new signature destinations joining the growing lineup by 2027.

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