



MEDIA CONTACTS:
Tracy Quan (305) 539-6577
tquan@rccl.com

Lyan Sierra-Caro (305) 539-4091
lsierracar@rccl.com

ROYAL CARIBBEAN ENHANCES LAND-BASED EXCURSIONS IN EUROPE
*From New Private and Accessible Tours to Unique Family-Friendly Adventures,
Guests Can Create Customized Experiences*

MIAMI, May 20, 2010 – Royal Caribbean International is providing guests with more options than ever before to explore European destinations across 55 ports in 22 countries. Just in time for summer travels, the global cruise line is touting new shore excursion opportunities that feature the ability to make private tour arrangements as well as exclusive family-friendly tour options. Royal Caribbean also will be expanding its existing shore excursion services by nearly doubling the number of “Easy” tours for accessible sight-seeing throughout the 57 unique itineraries currently available – soon to be 109 unique itineraries when a record setting 11 Royal Caribbean ships will be deployed in Europe in 2011. Dedicated to providing unique travel experiences, Royal Caribbean’s enhanced offerings will empower guests to create European cruise vacations that meet their individual styles, needs and preferences.

For those guests that enjoy more flexible vacation schedules Royal Caribbean is introducing new customizable half- or full-day private shore excursions. Each of the excursions offers guests the opportunity to travel in private vehicles on their own or with an English-speaking guide to provide tour commentary and local insight. Featuring the same convenience and peace of mind that comes with booking Royal Caribbean’s group shore excursions, guests can enjoy the private tours in 13 ports-of-call throughout Egypt, Finland, Greece, Israel, Italy, Sweden and Turkey, in addition to previously introduced private tours offered in Russia. For those travelers who do not want to be limited by a schedule, Royal Caribbean excursion specialists will create custom arrangements to fit individual styles and interests, or simply provide a private vehicle for an existing tour. Both private and custom arrangements accommodate up to 10 people and can be initiated online.

(more)

As the leader in family travel, Royal Caribbean continues to cater to guests of all ages by introducing new hands-on activities that are fun for children, parents and grandparents alike. To accommodate multigenerational travels, the global cruise line is debuting new half-day excursions designed specifically with families in mind. Examples include gastronomic experiences such as “Pizza Making for Families” in Sorrento, Italy, featuring a city tour followed by a pizza making class and lunch to enjoy the family’s culinary creations, as well as “Sea Kayaking” in Dubrovnik, Croatia, where guests can explore the outdoors and admire the historical city walls from a unique perspective, a kayak at sea level.

Royal Caribbean continues to pioneer accessible cruise travel by introducing 14 new additional “easy” tours for a total of 33. Featuring vehicles adapted with access ramps or lifts when available, new and existing “easy” shore excursions cater to individuals who have difficulty walking or standing for extended periods, or who use wheel chairs full time. European sightseeing is extended to new bounds for these guests with engaging activities, such as exploring the quaint town of Trogir from Split, Croatia, wine tastings in Sardinia, and coach tours highlighting historical landmarks and local artistry, such as Florence’s famed Michelangelo Square and leather factories.

In addition to enhancing new experiences for guests, the global cruise line is adding to its contribution to its destination partners. Royal Caribbean is pre-purchasing Chorus Pass tickets from the Venetian Chorus Association, a non-profit entity tasked with safeguarding, conserving and restoring the architectural and artistic heritage of churches in the city of Venice, to invest in maintaining the cultural heritage represented in more than 1,000 pieces of art. Guests onboard *Brilliance of the Seas* will receive a complimentary Chorus Pass ticket (\$13 value), providing access to 16 of most important churches in Venice, with the purchase of each Shuttle Bus Pass.

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruisetour land packages in Alaska, Dubai, Europe, Australia and New Zealand, and South America. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go www.cruisingpower.com or call (800) 327-2056.

###