



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

Harrison Liu (305) 982-2363
hliu@rccl.com

**ROYAL CARIBBEAN INTERNATIONAL ANNOUNCES
WORLD'S LARGEST TRAVEL AGENT APPRECIATION DAY**
Cruise Line Celebrates Its Unwavering Loyalty to Valued Travel Agents Globally

MIAMI, June 6, 2012 – Taking its support of the travel agent community to the next level, Royal Caribbean International is dedicating June 6 as the first-ever “World’s Largest Travel Agent Appreciation Day.” Today, hundreds of the cruise line’s executives and employees around the world will call on more than 7,000 travel professionals worldwide to re-affirm Royal Caribbean’s appreciation for travel agents, and showcase new agent support programs as part of the *Loyal to You Always* commitment, based on the cruise line’s history of unwavering support for the travel agent community.

This single-day global event, the cruise industry’s largest global travel professional outreach, will engage travel agents simultaneously in the United States, Canada, United Kingdom, Ireland, Spain, France, Germany, Austria, Switzerland, Italy, Brazil, Australia, New Zealand, Mexico, China, Japan, Singapore and more. Throughout the course of the day, each regional office will express the cruise line’s appreciation for its valued travel agent partners in their own relevant ways.

Furthermore, the company’s senior executives will each lead on-site and in-agency surprise visits and recognize travel agents and their colleagues for their indispensable role in creating unforgettable Royal Caribbean vacations for their clients. Royal Caribbean Cruises Ltd. Chairman and CEO Richard Fain will be visiting travel agents throughout South Florida. Royal Caribbean International President and CEO Adam Goldstein will visit travel agents in Miami, while Senior Vice President of Global Sales and Marketing Lisa Bauer will be in Mexico City, and Senior Vice President of Sales and Trade Support & Services Vicki Freed in Los Angeles.

“Our travel agent partners are our most valuable industry asset and Royal Caribbean continues to emphasize the importance of personal and meaningful relationships with them,” said Ms. Bauer. “*Loyal to You Always* is our past, present and future commitment to travel agents. As Royal Caribbean International takes the world stage as the one true global cruise brand, the World’s Largest Travel Agent Appreciation Event is one of the ways in which we are showing our support for travel agents everywhere.”

(more)

Loyal to You Always is Royal Caribbean’s ongoing commitment to travel agents and is ushering in a wave of new programs in the United States and Canada, including Travel Agent Friends & Family Rates, which offers more opportunities for travel agents to experience, and share with friends and family, Royal Caribbean’s most innovative cruise ships in the world, itineraries to exciting destinations, and friendly and engaging Gold Anchor Service, which together comprise the cruise line’s longstanding Royal Advantage. Delivering the Royal Advantage through the line’s current fleetwide revitalization program is one way that Royal Caribbean is always helping to drive even greater customer demand and superior guest satisfaction to generate more repeat business.

To kick off the event, Royal Caribbean created the “World’s Largest Travel Agent Appreciation Incentive” – a bonus commission offer that rewards travel agents for bookings made on June 7 and 8, 2012. Applicable for all sailings departing on or after June 15, 2012, the offer recognizes travel agent partners with \$25 per stateroom per booking up to five nights, \$50 per stateroom for sailings from six to nine nights, \$75 per stateroom for sailings 10 to 14 nights, and \$100 per stateroom for sailings 15 nights and longer. International markets also will introduce tailored initiatives to show support for travel agent as part of the cruise line’s *Loyal to You Always* commitment.

Royal Caribbean International is a global cruise brand with 22 innovative ships, calling on more than 270 destinations in 72 countries across six continents. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand.

Royal Caribbean provides a world-class vacation experience with a wide range of signature onboard amenities, entertainment, and award-winning family programming. The cruise line has a 40-year history of giving guests the Royal Advantage – the most innovative cruise ships, exciting itineraries to popular destinations, and world-renowned friendly and engaging Gold Anchor Service. Royal Caribbean has been voted “Best Cruise Line Overall” for nine consecutive years in the Travel Weekly Readers’ Choice Awards. For additional information or to make reservations, call your travel agent, visit www.RoyalCaribbean.com or call (800) ROYAL-CARIBBEAN. Follow Royal Caribbean on Facebook at www.Facebook.com/RoyalCaribbean or on Twitter, @RoyalCaribbean. Travel professionals should visit www.cruisingpower.com or call (800) 327-2056.

Royal Caribbean International is part of Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL), a global cruise vacation company that also operates Celebrity Cruises, Azamara Club Cruises, Pullmantur, CDF Croisieres de France, as well as TUI Cruises through a 50 percent joint venture with TUI AG. The company owns a combined total of 40 ships and has one under construction and two under agreement.