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ROYAL CARIBBEAN WINS 2012 TRAVEL WEEKLY MAGELLAN AWARDS
Only Royal Caribbean Ships Win Gold in
Overall Contemporary Ship and Eco-Friendly Ship Categories

MIAMI, Sept. 07, 2012 – Royal Caribbean International today announced that the cruise line has won 15 Travel Weekly Magellan Awards for the year – 10 of which are Gold. [*Revitalized Radiance of the Seas*](#), also known as the culinary ship, was singly recognized with the Gold Magellan Award for Overall Contemporary Ship, while [*Oasis of the Seas*](#) won its second consecutive Gold for Eco-Friendly “Green” Cruise Ship. Royal Caribbean’s new brand campaign [*“The Sea is Calling. Answer it Royally.”*](#) also was recognized with Gold, as were the campaign’s TV commercial and print ad.

“We are much honored to be recognized again by Travel Weekly’s distinguished panel of industry experts and judges,” [*said Lisa Bauer, senior vice president of Global Sales and Marketing, Royal Caribbean International.*](#) “We are particularly encouraged that revitalized *Radiance of the Seas* won Gold for Overall Contemporary Ship. *Radiance of the Seas* is a glowing example of our ongoing ship revitalizations to introduce some of the most popular Oasis-class amenities across the fleet and make every ship our best ship for vacationers to enjoy.”

Royal Caribbean’s Travel Weekly Gold Magellan Awards include:

<i>Radiance of the Seas</i>	Overall - Contemporary Ship
<i>Oasis of the Seas</i>	Overall - Eco-Friendly "Green" Cruise Ship
<i>The Sea is Calling</i>	Advertising/Marketing Campaign
<i>The Sea is Calling</i>	TV Commercial
<i>The Sea is Calling... Vicki</i>	Print Advertising
<i>Oasis' 150 Central Park</i>	Contemporary Ship - Restaurant Design
<i>DreamWorks Experience</i>	Contemporary Ship - Entertainment
<i>Hairspray</i>	Contemporary Ship - Entertainment
<i>Royal Promenade</i>	Contemporary Ship - Atrium Design
<i>Royal Loft Suites</i>	Contemporary Ship - Suite Design

The cruise line’s Silver Magellan Awards include:

<i>Allure of the Seas</i>	Overall - Contemporary Ship
<i>Sea Views</i>	Overall - Blog
<i>Crown & Anchor Society</i>	Overall - Loyalty Program
<i>Vitality at Sea Spa</i>	Contemporary Ship - Spa Design
<i>Madagascar 3</i>	Web Marketing/Advertising

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The Magellan Awards is the premier award for the travel industry. From design to marketing to services, the Travel Weekly Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind it all.

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. Media can find information at www.royalcaribbeanpresscenter.com.

Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL) is a global cruise vacation company that owns Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisières de France, as well as TUI Cruises through a 50 percent joint venture. Together, these six brands operate a combined total of 40 ships with four under construction.

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