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**NOTE TO EDITORS: Hi-resolution image available upon request.**

## **ROYAL CARIBBEAN'S VICKI FREED NAMED HSMIA SOUTH FLORIDA HOSPITALITY LEGEND**

**MIAMI, October 19, 2012** – Vicki Freed, CTC and Senior Vice President of Sales, Trade Support and Services for Royal Caribbean International, has dedicated her extensive and illustrious career to supporting travel agents who sell cruise vacations. And last night, the Hospitality Sales & Marketing Association International (HSMIA) South Florida recognized Vicki's commitment to industry excellence with the chapter's Hospitality Legend award. President of HSMIA South Florida, and Project Manager of Riverwalk Arts & Entertainment District, Carmen Ackerman presented Vicki the award at the association's Best in Hospitality banquet to benefit the HSMIA South Florida scholarship fund for future hospitality leaders.

"We are very proud of Vicki for receiving this great recognition from HSMIA South Florida," said Adam Goldstein, president and CEO of Royal Caribbean International. "Vicki is an inspirational leader and motivator for the best sales team in the industry. Her relentless advocacy for our valued travel agent partners is what makes her a role model for everyone in her field."

In her current role, Vicki oversees Royal Caribbean International's Sales department and Royal Caribbean Cruises Ltd.'s Trade Support and Services division, which includes Reservations, Group Sales, Customer Service and Consumer Outreach divisions. She is leading the current *Loyal to You Always* commitment of Royal Caribbean International's ongoing support of the travel agent community.

"We are delighted to name Vicki HSMIA South Florida's Hospitality Legend," said Ackerman. "HSMIA South Florida is leading professional association for sales and marketing professionals involved in the tourism, travel, and hospitality industry. Our work also supports students who are pursuing careers in hospitality sales and marketing, management or revenue management, through the HSMIA South Florida scholarship fund."

In her community, Vicki serves on the board of the Jewish Adoption and Foster Care Options (JAFCO) and she is a trustee of the United Way of Miami-Dade County. Previously, she served on the Florida Commission on Tourism for ten years, the board of directors for the South Florida Chapter of Make-a-Wish Foundation for nine years and the board of directors for the Association for Travel Marketing Executives.

“It is a sincere honor to receive the HSMIA South Florida Hospitality Legend award,” said Vicki. “I am truly grateful to be supported by a great team and partner with a great network of travel agents who help deliver unforgettable experiences to vacationers every day.”

HSMIA South Florida is the leading professional association for sales and marketing professionals involved in the tourism, travel, and hospitality industry in South Florida. All segments of the hospitality industry are represented, but HSMIA also has five special interest groups that connect members with common interests including Hotel Director of Sales & Marketing, Resort Marketing, Revenue Management, Travel Internet Marketing and Sales & Marketing Faculty.

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](http://www.RoyalCaribbean.com) or call (800) ROYAL-CARIBBEAN. Follow Royal Caribbean on Facebook at [www.Facebook.com/RoyalCaribbean](http://www.Facebook.com/RoyalCaribbean) or on Twitter, @RoyalCaribbean. Travel professionals should visit [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056 or visit Vicki’s Facebook page at [www.Facebook.com/VickiLovesTravelAgents](http://www.Facebook.com/VickiLovesTravelAgents). Media can find information at [www.royalcaribbeanpresscenter.com](http://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.