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ROYAL CARIBBEAN VOTED BEST CRUISE LINE OVERALL BY TRAVEL WEEKLY READERS FOR 11TH CONSECUTIVE YEAR

Cruise Line Also Named Best in Sales and Service for Sixth Consecutive Year

MIAMI, Dec. 18, 2013 – For the 11th consecutive year, Royal Caribbean International has been voted **Best Cruise Line Overall** in the 2013 Travel Weekly Readers Choice Awards. The cruise line garnered the most recognitions among cruise line suppliers, with a total of five Readers Choice Awards – including **Best in Sales and Service** for a sixth consecutive year. Travel agents and Travel Weekly readers also chose Royal Caribbean as the **Best Domestic Cruise Line** and **Best Cruise Line in the Caribbean**, and voted *Allure of the Seas* as the **Best Overall Individual Cruise Ship**.

“We are extremely honored to be voted Best Cruise Line Overall by travel agents for as long as the Travel Weekly Readers Choice Awards have been held,” said Vicki Freed, senior vice president of Sales, Trade Support and Services for Royal Caribbean International. “We also thank our valued travel agent partners for naming Royal Caribbean as the Best in Sales and Service for a sixth consecutive year, reaffirming our ongoing *Loyal to You Always!* commitment to the travel agent community. Travel agents play an important role in delivering unforgettable vacations and Royal Caribbean is proud to support them in every way.”

Royal Caribbean International’s *Loyal to You Always!* commitment to its travel agent partners is anchored in four principles: delivering personalized support; providing resources that get results; creating first-hand WOW Moment opportunities; and increasing profits for travel agents and growing their businesses.

The winners of the 11th annual Travel Weekly Readers Choice Awards were honored Tuesday night at a gala awards dinner and ceremony at the Plaza Hotel in New York. Winners were selected in 60 categories in the airline, car, hospitality, rail, GDS, agent education, tour, cruise, destination and theme park sectors. The awards are presented to suppliers considered by Travel Weekly readers to have excelled in product and service during the past year.

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Royal Caribbean International is an award-winning global cruise brand with a 40-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike.

Owned by Royal Caribbean Cruises Ltd. (NYSE/OTC: RCL), the cruise line sails 21 of the world’s most innovative cruise ships to the most popular destinations in the Caribbean, Europe, Alaska, South America, the Far East, and Australia and New Zealand. World renowned for its friendly and engaging Gold Anchor Service, delivered by every staff and crew member, Royal Caribbean has been voted “Best Cruise Line Overall” for 11 consecutive years in the *Travel Weekly* Reader’s Choice Awards.

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