

# News From Royal Caribbean Cruises Ltd.

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## **VACATION PLANNING JUST GOT EASIER: ROYAL CARIBBEAN AND CELEBRITY CRUISES SIMPLIFY PLANNING WITH NEW DIGITAL PLATFORM** *Redesigned Cruise Planner Empowers Guests to Design a Customized Cruise Vacation Before Even Stepping Foot Onboard*

**MIAMI, May 19, 2014** – Recognizing that vacation time is precious and every moment counts, Royal Caribbean International and Celebrity Cruises have developed an all-new planning tool that allows guests to seamlessly and intuitively plan all aspects of their cruise vacation quicker and easier than ever before. The cruise lines are once again leading the industry with the totally revamped Cruise Planner, a tool that makes it possible for all reservations, activities and entertainment to be booked well in advance of departure, ensuring no vacation time needs to be spent on planning. In addition, Royal Caribbean International's *Quantum of the Seas*' Dynamic Dining reservations also are open and available for guests to book.

With the new Cruise Planner, planning and personalization is simplified with a game-changing approach that eliminates guess work with a modern, user-friendly format enabled for desktops and tablets. Complete with an extensive search and filtering feature that makes it possible for guests to easily navigate and research products and opportunities available on their specific booked itinerary, Cruise Planner is the ultimate resource for vacation planning. Whether a seasoned cruiser or a traveler setting sail for the first time, guests will appreciate Cruise Planner's quick and easy menus that dive deep into the vacation options available, enabling access to restaurants and beverage packages with just one click, and the ability to browse hundreds of shore excursions by day, port, activity type, number of guests, and more. Cruise Planner even provides custom activity recommendations and featured product displays to spark ideas and inspire more ways to enjoy the cruise vacation.

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“Planning a vacation should not be a complicated process” said Adam Goldstein, President and COO, Royal Caribbean Cruises Ltd. “With the new Cruise Planner we are transforming the way our guests plan their experience. By taking cues from the technologies and resources that our guests use every day we have created a tool that is simple and intuitive to use and will transform our guests experience from the moment they begin planning their vacation. Once they step onboard, we want our guests to have nothing to do but simply enjoy themselves, and Cruise Planner makes that possible.”

Guests can use the platform to explore each and every activity that Royal Caribbean and Celebrity Cruises offer both on and off the ship, and make changes to activities and reservations up until four days prior to their sail date. A streamlined order history, shopping cart with a categorized summary, and printable calendar that is color-coded for each member of the traveling party, keeps track of everything so that guests can easily and visually plan their cruise.

Guests booked on Royal Caribbean International can now see the all new Cruise Planner by visiting <http://bit.ly/1p69QM4>. Guests on Celebrity Cruises can see the platform on June 10.

Cruise Planner was developed in partnership with Isobar a global digital marketing agency consisting of nearly 3,500 digital pioneers in 63 offices, across 37 markets worldwide.

Royal Caribbean International is an award-winning global cruise brand with a 45-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 Bermuda and 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* Readers Choice Awards.

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Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 11 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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