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ROYAL CARIBBEAN INTERNATIONAL INVITES ALL ADVENTURE SEEKERS TO EXPERIENCE REAL TIME EXPLORATIONS IN THE CARIBBEAN THROUGH PERISCOPE

First Ever Crowd-Sourced Adventure Enabled by Voom, The Fastest Internet at Sea

MIAMI, Nov. 13, 2015 – Live from 25-stories above a remote St. Kitts rainforest or a natural waterslide in Puerto Rico, Royal Caribbean International will be bringing a first-of-its-kind live, interactive experience to adventure seekers through the launch of **COME SEEK LIVE**. Running through the social media app Periscope and showcased on billboards on the streets of New York City this latest activation of the brand’s new “**Come Seek**” campaign enables seekers and explorers to interact in real time with adventurers aboard the high tech ship, *Anthem of the Seas* as she sails to five distinct Caribbean destinations.

The **COME SEEK LIVE** experience brings adventures only found on Royal Caribbean International and some of the destinations the cruise line visits to life using Periscope. It will allow followers from around the world the opportunity to experience the adventures of influential seekers via live-streaming of 13 live broadcasts from five islands over seven days, beginning **today**. Streaming events will begin at the Las Playas natural water slide in Puerto Rico and adventure-hop from playing with green monkeys at the Wildlife Reserve in Barbados to riding ATVs in St. Maarten or enjoying a post-expedition refreshment made by a robot at *Anthem’s* Bionic Bar. Periscope followers will be able to direct the adventurers next steps with the unfolding story showing followers what they could be doing right at that moment onboard a Royal Caribbean adventure.

“**COME SEEK LIVE** is an exciting way for Royal Caribbean to challenge the misperceptions travelers have about the cruise industry. We are continually evolving the experience across our fleet, designing adventures that inspire and excite our travelers,” said Jim Berra, senior vice president and chief marketing officer, Marketing, Royal Caribbean International. “It is natural that we would bring this innovation to the transformation of our marketing as well, especially as we recognize that millennials require us to communicate with them using new channels.”

Royal Caribbean developed the first-of-its-kind distribution platform using their industry-leading VOOM wireless connectivity – the fastest internet at sea – to beam the Come Seek adventures to the streets of New York. **COME SEEK LIVE** will be streamed to subway displays and newsstand screens at hyper-targeted locations around the city including Grand Central, Penn Station, Union Square, West 14th and 7th Ave., 86th and Lexington Ave., Brooklyn Bridge-City Hall, and Fulton Center.

(more)

To join in the **COME SEEK LIVE** expedition, follow Royal Caribbean on Periscope at www.Periscope.TV/RoyalCaribbean, watch for **#COMESSEKLIVE** or follow participating influencers including entrepreneurial action heroes [High On Life](#) and Periscope wizard [Dan Moore](#).

“**Come Seek**”, the new brand campaign from Royal Caribbean, is a call to travelers who want more than to sightsee along the beaten path. It’s for adventurers who don’t just want, but require, immersive, culturally rich travel. Royal Caribbean delivers adventure both onboard and with exciting and culturally rich experiences in destinations around the world. Seekers are introduced to these destinations with experiential excursions, such as an Ocean Racing Experience in Antigua, which matches two guest teams of six each with professional yachties in head to head competition, and a Mountain Top Downhill Trek through historic plantation ruins in St. Maarten.

For more on the “Come Seek” campaign elements visit www.RoyalCaribbeanPressCenter.com.

Royal Caribbean International is an award-winning global cruise brand with a 46-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. Onboard, guests are catered to with the cruise line’s world-renowned friendly and engaging Gold Anchor Service by every staff and crew member. Royal Caribbean has been voted “Best Cruise Line Overall” for 12 consecutive years in the Travel Weekly Readers Choice Awards.

The cruise line sails 23 of the world’s most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand. Media can stay up-to-date by following [@RoyalCaribPR](#) on Twitter, and visiting RoyalCaribbeanPressCenter.com. For additional information or to make reservations, vacationers should call their travel agent; visit RoyalCaribbean.com; or call (800) ROYAL-CARIBBEAN.

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