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**ROYAL CARIBBEAN BRINGS UNDERWATER ADVENTURES TO LIFE
WITH FIRST-OF-ITS-KIND SNAPCHAT EXPERIENCE**

Innovative Application of Snapchat Spectacles Immerses Viewers in Spectacular Marine Life

MIAMI, June 19, 2017 – Royal Caribbean invites the world to experience a first-of-its-kind underwater adventure through the lens of Snapchat Spectacles. From June 21 to June 25, Royal Caribbean’s Snapchat channel will immerse viewers in a one of-a-kind underwater adventure thanks to a custom-designed scuba mask dubbed “SeaSeekers.” The mask was custom engineered by the cruise line for use with Snapchat Spectacles. It allows the wearer to snap while underwater and will give those above the surface a unique perspective into the intriguing underwater world of marine life. Fans can #SeekDeeper by following @RoyalCaribbean on Snapchat.

“The SeaSeeker will enable all adventure-seekers to get a front-row seat to the thrilling adventures found underwater in a way that has never been possible before,” said Jim Berra, chief marketing officer and SVP of Marketing, Royal Caribbean International. “Snapchat continues to be a favorite channel for curious travellers and is the ideal platform for this first-of-its-kind undersea exploration. We are excited to find an innovative way to use the Snapchat Spectacles with our SeaSeeker mask which is being patented so that we can bring the underwater experience to our guests as they visit the incredible destinations we sail to.”

The three dives will feature incredible underwater adventures seen through the eyes of three well-known divers. In Cozumel, Mexico marine wildlife photographer and conservationist Roberto Ochoa will give viewers a rare glimpse into the annual migration of Whale Sharks. Marine Biologist Gabriela Nava and co-founder of the organization Oceanus, A.C. based in Mexico, will then take viewers to see a coral reef restoration project where she and her team have been working to restore the local reefs. In Belize, fans can follow along as free diver Ashleigh Baird visits the Great Blue Hole, an underwater sinkhole that is believed to be the largest of its kind.

Fans can follow along on Royal Caribbean’s Snapchat channel or by searching on other social platforms by using #SeekDeeper.

(more)

[Royal Caribbean International](#) is an award-winning global cruise brand with a 48-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 14 consecutive years in the Travel Weekly Readers Choice Awards.

The cruise line sails 24 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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