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CLASS IN SESSION: NEW 'ROYAL CARIBBEAN UNIVERSITY' AGENT TRAINING PROGRAM OPENS ITS DOORS
Global Cruise Line Introduces Redesigned Online Education Platform for Travel Agents

MIAMI, July 24, 2017 – Enrollment is now open. [Royal Caribbean International](http://RoyalCaribbeanInternational.com) has launched an entirely new online travel agent training program – **Royal Caribbean University** (RCU). The comprehensive platform offers professionals a highly visual, interactive and mobile-friendly approach to online learning, where they can reinforce their knowledge and success in selling Royal Caribbean to earn a coveted “degree” in adventure and an enhanced lineup of rewards from the world’s most adventurous cruise line.

The new educational resource continues the cruise company’s promise to deliver the most reliable and up-to-date information about itineraries, features, services and tools, doing so in a completely different way than it’s been done before. From bold and responsive design to concise, video-based training modules, RCU was created with the on-the-go pace of the travel professional in mind.

“We are incredibly excited to unveil Royal Caribbean University. Travel agents are our most valued partners, and providing them with not only the right tools but the best is at the core of our commitment to their success,” said Vicki Freed, senior vice president, Sales, Trade Support and Service, Royal Caribbean International. “Learning has evolved, and we have designed RCU to offer up education in a way that is robust and informative while also being fun and engaging.”

Highlights of the newly designed program include simplified navigation throughout, quick tips and highlights, continuous knowledge opportunities, bold imagery, and productive and useful communication methods that make students’ time count.

Presented in a format that is engaging and succinct, RCU’s course curriculum is made up of three tracks – the **Campus Tour, Bachelor of Adventure** and **Master of Adventure**. The micro-learning segments progressively take travel partners through every aspect of a signature Royal Caribbean vacation, including the soon-to-be 25-ship fleet, dining, accommodations, entertainment, accessible programming, and destinations. After graduating the bachelor and master levels, agents can be eligible to receive a variety of rewards such as CLIA credits, a Passport to Savings booklet, onboard credit, complimentary VOOM WiFi, and opportunities to attend Seminars at Sea and even the *Symphony of the Seas* inaugural sailing in 2018.

Travel professionals are able to join the new student body by logging onto CruisingPower.com beginning today, and can look forward to continual enhancements and new learning opportunities in the future.

(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. On board, 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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