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ROYAL CARIBBEAN TEAMS UP WITH SHAY MITCHELL AS ADVENTURE AMBASSADOR

"Adventurist" to Inspire the Next Generation of Travelers to Act on Their Wanderlust

MIAMI, Aug. 18, 2017 – [Royal Caribbean International](http://www.royalcaribbean.com) is teaming up with award-winning actress and avid traveler Shay Mitchell to be the brand's Adventurist – an adventure adviser and storyteller for the world's most adventurous cruise line. In addition to embarking on inspirational journeys with the brand and sharing her experiences, Shay will collaborate with Royal Caribbean experts to develop a series of destination experiences for the ultimate Caribbean cruise, to be revealed this fall. As a seasoned traveler, Shay will personally set sail on board one of Royal Caribbean's adventure-packed ships this month to begin shaping the new, Shay-recommended adventures.

"I've always had a love for travel, and am fortunate to have been able to explore some of the most amazing places around the world, learning quickly that the journey is as important as the destination," said Shay. "I'm thrilled to take what I have learned from my own travels and dive in with Royal Caribbean to develop the ultimate Caribbean adventure for travelers like me, who are always seeking something new and craving deeper connections to the destinations they visit."

"It's in Royal Caribbean's nature to seek and deliver the unexpected – the adventures and experiences that make travelers' jaws drop, their adrenaline rise and their memories unforgettable," said Michael Bayley, President and CEO, Royal Caribbean International. "When we started to think of who could perfectly embody what vacationing with us is all about in our newly created Adventurist role, Shay was someone who rose to the top immediately. She personifies who we are and our spirit – the spirit to 'Come Seek.' The ideas that Shay brings to the table will help create an adventure in the Caribbean that will redefine what many think of as a cruise vacation and inspire the next generation of cruisers."

A star in one of TV's most popular dramas, "Pretty Little Liars," Shay's adventurous spirit has led her to visit some of the world's most inspiring destinations, from hot-air ballooning over Morocco to skydiving in Dubai. She's become an expert at seeking out authentic experiences, sharing them with her following of more than 30 million across several social media platforms, including her immersive

YouTube series – Shaycation – which debuted in 2015 and gives viewers an inside look at her wanderlust-inducing explorations.

Consumers can follow Shay’s adventure with Royal Caribbean this year on her [Instagram](#) (@shaymitchell), Snapchat (@officialshaym), [Facebook](#) (@officialshaymitchell) and [YouTube](#) channel (@shaymitchell), and by following the hashtags #ComeSeek and #Shaycation.

[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 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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