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ROYAL CARIBBEAN AND LEVI ROOTS LAUNCH CONSORTIA MEMBERS COMPETITION

'The Royal Pitch' to Challenge Travel Agents Across UK and Ireland

LONDON, March 22, 2022 – Today, [Royal Caribbean International](#) has launched **'The Royal Pitch,'** a competition dedicated to consortia members. Travel agents, who are members of a consortia, have the exclusive opportunity to pitch forward-thinking concepts to the cruise line to help grow their business. Those who are successful will win a share of **£200,000** to go toward making their ideas a reality.

The winning advisors will be chosen by a panel of experts, including **Levi Roots**, the entrepreneur who rose to fame by pitching his "Reggae Reggae Sauce" on BBC2's Dragon's Den in 2007. Consortia members' business ideas can encompass anything from creative social marketing campaigns to new technology, and those agents who are shortlisted will pitch in person to Levi and his fellow judges at a series of live events.

There are four opportunities to enter The Royal Pitch competition over the next 12 months, with the first round kicking off on **1st April, 2022**, which opens for entries for four weeks. The first day of in-person pitching and judging will then take place on **8th June, 2022** at Royal Caribbean's headquarters in Weybridge, Surrey. Three further rounds of entries and live events will then take place before **March 2023**. To send in their ideas, agents need to submit a video via the [Club Royal website](#) that details their creative business proposal and requested investment in under five minutes. At the live final events, the judges will then determine which shortlisted ideas win a share of the total prize.

Levi, founder of Reggae Reggae Sauce Ltd, comments: "I know the difference that investment can make to a business; I went from running a successful market stall in Notting Hill Carnival to a multimillion-pound business. I'm excited to take part in Royal Caribbean's The Royal Pitch to help support consortia members grow their businesses and boost sales."

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Joining Levi on the panel will be Royal Caribbean's own vice president of Europe, the Middle East and Africa, Ben Bouldin; and director of sales of UK, Ireland and Spain, Stuart Byron. All judges will be looking for the next big idea that'll genuinely make an impact on their business and drive profitable results for both the travel partner and Royal Caribbean.

Stuart comments: "At Royal Caribbean, we're continuously innovating to grow and improve our business, and we encourage our partners to do the same. The Royal Pitch is designed to give consortia members another avenue to help grow their business with a big idea they're passionate about – as well as test out their pitching skills! We're excited to meet some of the entrants and hear their forward-thinking and ingenious ideas."

More details on Royal Caribbean's exclusive competition for consortium members and how to enter are available at www.myclubroyal.co.uk.

About Royal Caribbean International

[Royal Caribbean International](#), owned by Royal Caribbean Group (NYSE: RCL), has been delivering innovation at sea for more than 50 years. Each successive class of ships is an architectural marvel that features the latest technology and guest experiences for today's adventurous traveller. The cruise line continues to revolutionise holidays with itineraries to 240 destinations in 61 countries on six continents, including Royal Caribbean's private island destination in The Bahamas, [Perfect Day at CocoCay](#), the first in the Perfect Day Island Collection.

Media can stay up to date by following [@RoyalCaribPR](#) on Twitter and visiting RoyalCaribbeanPressCenter.com. For additional information or to make reservations, travellers can call their travel advisor or visit RoyalCaribbean.com.

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