



MEDIA CONTACTS:
Lucy Radford
lradford@rccl.com

Liam Croker
lcroker@rccl.com

ROYAL CARIBBEAN UNVEILS UPPER DECK: A NEXT-LEVEL TRADE LOYALTY AND REWARDS PROGRAMME

LONDON, 21 Aug. 2024 – Travel agents in the U.K. and Ireland can now take their rewards game to the next level with [Upper Deck](#), Royal Caribbean International’s **revolutionised loyalty programme**, launching on **3 Sept.** Available on the brand’s online travel agent learning and rewards platform, **Club Royal**, Upper Deck propels the ease and value of earning in booking with Royal Caribbean to new heights. Now, **the higher the value of the booking, the more there is to earn.** The new programme is introducing greatly **increased payouts**, with agents now able to **earn up to £500 for each booking.**

“Travel partners are a cornerstone of Royal Caribbean, and we have listened to their feedback to reimagine how they are rewarded by incentivising their efforts in securing higher-value bookings,” said Aaron Langford, senior sales director of U.K. and Ireland, Royal Caribbean International. “With Upper Deck we are excited to raise the game on the earning potential for agents supporting our business and I can’t wait to welcome more agents, both new to the brand and new to cruise, as a result.”

Royal Caribbean is rewarding agents with the following on a prepaid digital Mastercard delivered just after the booking has been confirmed:

- £15 for bookings of £2,000 or more
- £30 for bookings of £5,000 or more
- £60 for bookings of £10,000 or more
- £150 for bookings of £25,000 or more
- £500 for bookings of £50,000 or more

Additionally, Upper Deck members who make group bookings will receive a standard £10 for each reservation. Plus, agents who book their own holidays with Royal Caribbean will receive £100 onto their Mastercard to spend anywhere they’d like.

Royal Caribbean has also introduced the **Upper Deck 100**, an exclusive club for agents who achieve more than £100,000 total revenue in Royal Caribbean holidays within a given year. Beyond monetary rewards, the elite status **unlocks experiences** such as **invitations to preview new ships**, annual ship visits with their family and more.

(more)

To celebrate the new programme and longstanding partnership with the travel partner community, the holiday provider will invite the **top 12 agents with the highest value booking from 3 Sept. to 1 Oct.** to a **5-night sailing from Miami** on *Independence of the Seas* on 11 Nov. The winners will enjoy everything their clients can experience, from visiting Royal Caribbean's award-winning private destination in The Bahamas, [Perfect Day at CocoCay](#), to trying the line-up of ways to dine, drink and celebrate on *Independence* before it makes its way to Southampton for a summer in Europe in 2025. At Perfect Day, agents will make memories with the next-level thrills and ways to chill, from Thrill Waterpark with its 14 waterslides to the newly opened **adults-only paradise, Hideaway Beach**, complete with a swim-up bar, a private beach, pools, a live DJ, spots to grab bites and drinks, and more.

In addition to the newly enhanced earning potential through Upper Deck, Club Royal members will continue to have access to a wide range of learning modules, competitions, brand news and support tools, such as Royal Genie, the game-changing sales tool that easily creates personalised digital sales brochures for their clients.

Agents interested in joining the Upper Deck loyalty programme can do so by visiting the **Club Royal [website](#)**, watching the new, dedicated video; and accepting the terms and conditions.

About Royal Caribbean International

[Royal Caribbean International](#), part of Royal Caribbean Group (NYSE: RCL), has delivered memorable vacations for more than 50 years. The cruise line's game-changing ships and private destinations revolutionise holidays with innovations and an all-encompassing combination of experiences, from thrills to dining and entertainment, for every type of family and vacationer. Royal Caribbean makes memories with adventurers across more than 300 destinations in 80 countries on all seven continents, including the line's top-rated private destination, [Perfect Day at CocoCay](#) in The Bahamas.

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

###