



## **INTRODUCING “DESTINATION UNKNOWN”: A TRI-BRANDED TRAVEL AGENT INCENTIVE**

*Royal Caribbean, Celebrity Cruises and Virgin Atlantic tease 2025 travel agent challenge to win unmissable prizes for agents and their travel agency*

**LONDON, Jan 16, 2025** – Launching in March 2025, Destination Unknown presents an industry first for travel agents and front-line sellers. Royal Caribbean International, Celebrity Cruises and Virgin Atlantic have joined forces to create the ultimate travel agent challenge with a prize of a lifetime, benefiting both the winning agent and their agency.

Destination Unknown is a tri-branded sales incentive that will see 10 UK and Ireland travel agents race across the globe, hunting for clues with one common goal: to bring home the ultimate prize package. The winner will receive a prize for their travel agency valued at £100,000 and comprising of marketing, sales and commercial support. On top of this, they will scoop their own “money-can’t-buy-prize” - a holiday of a lifetime on both a Royal Caribbean and Celebrity ship, coupled with Virgin Atlantic flights.

Gerard Nolan, vice president, Royal Caribbean International EMEA said, “Destination Unknown reflects Royal Caribbean’s close working relationship with Virgin Atlantic to ensure we offer a seamless booking experience for agents when packaging sea with air, as well as delivering the holiday of a lifetime for their customers.”

Nicki Goldsmith, director of agency sales at Virgin Atlantic added, “Our three brands are working together to ensure Virgin Atlantic flights complement Royal Caribbean and Celebrity’s ship deployment and are bookable within the brands’ booking curve, benefiting our mutual customers.” Giles Hawke, vice president, Celebrity Cruises EMEA commented, “Destination Unknown is likely to be the biggest incentive for agents and agencies alike in 2025, and it’s a first for enabling gamification across these three brands. I can’t wait to see the weekly leaderboards and watch our deserving partners take on this incredible challenge to win phenomenal prizes.”

Agent partners can keep an eye out for more information on Destination Unknown on the brands’ trade marketing channels ahead of the competition launch in March 2025.

*(more)*

### **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 holidaymaker. 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 visit [www.RoyalCaribbeanPressCenter.com](http://www.RoyalCaribbeanPressCenter.com). For additional information or to book, vacationers can visit [www.RoyalCaribbean.com](http://www.RoyalCaribbean.com) or contact their travel advisor.

### **About Celebrity Cruises**

Celebrity Cruises delivers an elevated premium holiday experience across their fleet of ships travelling to nearly 300 destinations across more than 70 countries spanning all seven continents. Uniquely offering the intimate feel and thoughtful service of small ships, with the variety and excitement of bigger ones – guests can explore the world or get away from it for a little while. With every detail elevated beyond expectations, guests will never want to holiday any other way. An industry pioneer for 35 years, each Celebrity holiday offers experiences you won’t find anywhere else aboard ships which continue to shatter industry expectations with the highly anticipated Celebrity Xcel arriving Autumn 2025.

Celebrity Cruises is headquartered in Miami and is one of five cruise brands owned by Royal Caribbean Group (NYSE: RCL). Visit [www.celebritycruises.co.uk](http://www.celebritycruises.co.uk) for more information, and connect with us on [Instagram](#), [Facebook](#) or [LinkedIn](#).

### **About Virgin Atlantic**

Virgin Atlantic was founded by entrepreneur Sir Richard Branson in 1984, with innovation and amazing customer service at its core. In 2023, Virgin Atlantic was voted Britain’s only Global Five Star Airline by APEX for the seventh year running in the Official Airline Ratings. Headquartered in London, it employs more than 8,500 people worldwide, flying customers to 30 destinations across four continents throughout the year.

*(more)*

Alongside shareholder and Joint Venture partner Delta Air Lines, Virgin Atlantic operates a leading transatlantic network, with onward connections to over 200 cities around the world. In February 2020, Air France-KLM, Delta Air Lines and Virgin Atlantic launched an expanded Joint Venture, offering a comprehensive route network, convenient flight schedules, competitive fares and reciprocal frequent flyer benefits, including the ability to earn and redeem miles across all carriers. Virgin Atlantic joined SkyTeam in March 2023 as the global airline alliance’s first and only UK member airline, enhancing the alliance’s transatlantic network and services to and from Heathrow and Manchester Airport.

Virgin Atlantic has been pioneering sustainability leadership for more than 15 years, committing to Net Zero by 2050 and continuous action that reduces environmental impact. The airline operates one of the youngest and most fuel-efficient fleets in the skies, with an average age under seven years. In October 2022, Virgin Atlantic welcomed its first A330-900’s to the fleet, continuing its transformation towards 100% next generation aircraft by 2028. In November 2023, the airline led a consortium to deliver the world’s first flight across the Atlantic on 100% Sustainable Aviation Fuel (SAF), demonstrating that 100% SAF can be used safely as a drop in fuel in existing infrastructure, engines and airframes. The need to scale production is an industry imperative and Virgin Atlantic is committed to radical collaboration across the energy chain to support commercialisation ahead of 2030.

For more information visit [www.virginatlantic.com](http://www.virginatlantic.com) or via Facebook, Twitter and Instagram @virginatlantic.