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MEDIA CONTACT:

Tracy Quan (305) 539-6577  
[tquan@rccl.com](mailto:tquan@rccl.com)

Elizabeth Jakeway (305) 539-6127  
[ejakeway@celebritycruises.com](mailto:ejakeway@celebritycruises.com)

**ROYAL CARIBBEAN INTERNATIONAL, CELEBRITY CRUISES AND AZAMARA CRUISES  
DELIVER COMPREHENSIVE GROUPS MANAGEMENT WITH *CRUISEMATCH*  
*New Enhancements Consolidate Cruise Selling, Booking and Management on CruisingPower.com***

MIAMI, March 07, 2008 – In the cruise lines’ continuing commitment to empower travel agent partners with the most effective tools that help increase business and customer service, Royal Caribbean International, Celebrity Cruises and Azamara Cruises unveiled new online group booking and management features on CruisingPower.com, featuring the new *CruiseMatch*. Launched in fall 2007 to wide industry acclaim, the *CruiseMatch* booking system now allows travel agents to create a group booking in a few easy steps. Travel professionals also can manage accommodations online for the entire group through an enhanced Group Travel hub on CruisingPower.com.

“Royal Caribbean is applying the latest technology to create greater conveniences and effectiveness for our travel partners,” said Vicki Freed, senior vice president, sales and service, Royal Caribbean International. “Through these enhancements to the cruise lines’ booking and processing systems, travel partners can expect to receive their commission payment up to 66 percent quicker. All payments will be issued earlier and in one net amount, with marketing funds, ‘value-adds’ and other reimbursements.”

Travel agents logged on to CruisingPower.com have access to real-time group pricing and inventory, and can instantly create group bookings, allocate staterooms, and payments through *CruiseMatch* for sailings on Royal Caribbean International, Celebrity Cruises and Azamara Cruises. From the Group Travel hub, found under the Trip Details menu on CruisingPower.com, agents also can request dinner seating arrangements.

“Our travel partners tell us that CruisingPower.com, with the new *CruiseMatch*, is an invaluable resource that helps them engage their customers and realize their returns quicker,” said Dondra Ritzenthaler, senior vice president, sales, Celebrity Cruises and Azamara Cruises. “With CruisingPower.com, travel agents have a virtual business center to help them manage almost all of their needs to best service their customers.”

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Additionally, travel agents can easily request their Group Financial Report via email or fax with a few mouse clicks from the Group Travel hub on CruisingPower.com. At any time of the day, agents can choose to receive the most up-to-date information about their groups' invoices, including category manifests, deposits, and final payment reminders.

### **Quicker and Easier To Do Business With**

Available online 24 hours a day, seven days a week, CruisingPower.com, allows travel agents to work according to their schedule. The intuitive format and Web-based design make navigating effortless in the new booking and servicing system.

Agents also can sell cruises and promote themselves to prospective customers by leveraging CruisingPower.com's professionally-designed collateral templates that can be personalized, such as itinerary sheets, ships' deck plans, stateroom details, and eQuotes with real-time pricing based on when the customer opens the email.

### **Dedicated Service from Group Partner Advocates**

Always a simple telephone call away, Group Partner Advocates can help by addressing questions; anticipating special considerations; increasing group inventory; or simply confirming a group booking. Now, Group Partner Advocates also can help agents instantly transfer an existing individual booking into a group booking to take advantage of the Group Amenities Plus (GAP) program. The guest retains their original booking number to avoid any potential confusion, and gain incentives that help turn them into a repeat customer.

In addition, group vacation protection is now available through Group Partner Advocates. Group vacation protection from Royal Caribbean, Celebrity Cruises and Azamara Cruises will help travel agents save time and add value for their customers.

To create an even more memorable group travel experience, travel agents can work with their Group Partner Advocate to arrange private group shore excursions, wherever the voyage takes the group. These group excursions can be selected from Royal Caribbean's excursion catalog, or custom-created to cater to the group's appetite for a memorable cruise vacation experience.

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### **About Royal Caribbean International**

Royal Caribbean International is a global cruise brand with 21 ships currently in service and three under construction. The line also offers unique land-tour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand through its cruisetour division. For additional information or to make reservations, call your travel agent, visit [www.royalcaribbean.com](http://www.royalcaribbean.com) or call (800) ROYAL-CARIBBEAN. For travel professionals, go to [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056.

### **About Celebrity Cruises**

Celebrity Cruises offers comfortably sophisticated, upscale cruise experiences with highly personalized service, exceptional dining, and extraordinary attention to detail. Celebrity sails in Alaska, Australia/New Zealand, California, Canada/New England, the Caribbean, Europe, Galapagos Islands, Hawaii, the Pacific Coast, Panama Canal and South America. The line also offers unique land-tour vacations in Alaska, Canada, Europe and Australia through its cruisetour affiliate. Noted for "The Top Cruise Ships in the World," as voted by the readers of Conde' Nast Traveler (February 2008 readers' poll), Celebrity's current fleet will be joined by Celebrity Solstice in 2008, Celebrity Equinox in 2009, Celebrity Eclipse in 2010, and a fourth Solstice-class ship in 2011. For more information, call your travel agent, dial 1-800-437-3111 or visit [www.celebritycruises.com](http://www.celebritycruises.com).

### **About Azamara Cruises**

Azamara Cruises unlocks the hidden corners of the world for those who desire to immerse themselves in the rich details of every voyage. The deluxe ships – Azamara Journey and Azamara Quest – offer an intimate experience, while allowing access to exotic destinations experienced travelers long to reach. For the 694 guests on each Azamara Cruises ship, every moment at sea embodies the pinnacle of luxury, and each footstep on shore accentuates the difference between visiting a place and getting a true sense of place. Azamara Cruises presents elite Asia and the most captivating Caribbean, Panama Canal and Europe in 2008. For more information, travel agents are encouraged to call 1-877-222-2526. Guests are invited to call 1-877-999-9553. Or, visit [www.azamaracruises.com](http://www.azamaracruises.com).

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