



ROYAL CARIBBEAN INTERNATIONAL LAUNCHES NEXT WAVE OF TRAVEL AGENT APPRECIATION INITIATIVES

Travel Agents Are Given "Sneak Previews" of the Fleet Along With A Chance to Win \$1,000

MIAMI, Florida (June 20, 2006) – On the heels of one of the largest inaugural trade events in history onboard *Freedom of the Seas*, as well as the debut of Travel Agent Appreciation month, Royal Caribbean International® is doing more to assist our travel partners in doing business with us. The company will introduce the Summer Splash Regional Ship Inspection program, which will offer travel partners and their clients the opportunity to visit a ship and learn more about the brand. Starting today, the company also will begin its Mystery Shopper program, which will reward agents for recommending a Royal Caribbean International cruise vacation.

"These travel partner incentives are our latest examples of our continuing travel agent appreciation efforts, our dedication to making it easier for travel partners to do business with us, as well as our commitment to helping their business grow," said Lisa Bauer, CTC, senior vice president, Sales, for Royal Caribbean International®.

Summer Splash Ship Inspection Program

Throughout July and August 2006, more than 1,000 agents and prospective guests will take part in the Summer Splash Ship Inspection program. The regional program will include an escorted tour of a ship by a Royal Caribbean CLIA Certified sales representative, a short brand update presentation and lunch.

"We were very fortunate to bring over 22,000 agency partners onboard *Freedom of the Seas*SM during her inaugural debut, and one of the main things we heard was to make it easier for our travel partners to gain access to our amazing ships in their own backyard," said Bauer.

Travel partners can access the program by logging into www.CruisingPower.com, and clicking on the "About-Us," "Working-With-Us," "Event-Management" navigation links. After entering the Event Management screen, agents can select "Register for an Event Open to the Public," where they will see the entire schedule of ship tours available in their region.

Events are scheduled to take place at the following ports:

- Los Angeles, California
- Vancouver, Canada
- Fort Lauderdale, Florida
- Miami, Florida
- Port Canaveral, Florida
- Baltimore, Maryland
- Cape Liberty Cruise Port, Bayonne, New Jersey
- Philadelphia, Pennsylvania
- Galveston, Texas
- Seattle, Washington

Mystery Shoppers Reward Travel Partners

Travel partners now have the opportunity to win \$1,000 if they recommend a Royal Caribbean International® cruise to potential guests. Starting today through August 18, 2006, a Royal Caribbean Mystery Shopper will contact agencies across the United States and Canada to recognize travel partners dedicated to endorsing the Royal Caribbean brand.

Phone calls and visits to travel partners will take place at any time throughout the day, Monday through Friday. These agencies will be selected at random,
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