

## HOW TO MARKET NAVIGATOR OF THE SEAS

The purpose of this guide is to provide you with copy and image suggestions to leverage for your marketing channels. The copy provided is all consumer-facing copy, approved to use by Royal Caribbean. The Asset ID provided can be used to search the image within the Digital Asset Library within CruisingPower.com (CruisingPower.com → Sales & Marketing → Digital Asset Library → Royal Caribbean International)

### NAVIGATOR OF THE SEAS GENERAL AUDIENCE

#### HEADLINE

WEEKEND LIKE YOU MEAN IT

#### PRODUCT CALL OUT

The New Navigator of the Seas® • Miami Spring 2019

#### Copy:

Don't just get away. Get more from your getaway. With a maxed out adventure in just a few short days — on the newly amped Navigator of the Seas®. Take on record breaking thrills, like the longest waterslide at sea. Soak up bigger, bolder, splashier pool days. Swap going out for going all out with next level nightlife and new dining for every craving. This is your short vacay, turned way, way up. Only on Royal Caribbean®.

---

### THE PERFECT STORM ON NAVIGATOR OF THE SEAS | COPY

#### HEADLINE

THRILL WARNING IN EFFECT

#### SHORT DESCRIPTION:

The forecast calls for maximum adventure. Are you bold enough to chase the most exhilarating duo of The Perfect Storm<sup>SM</sup> waterslides yet? Pair up to take on The Blaster<sup>SM</sup> aqua coaster and come face to face with adventure on the Riptide<sup>SM</sup> headfirst mat racer.

#### LONG DESCRIPTION:

The winds are picking up. Tides are shifting. And the forecast calls for maximum adventure. This is the most daring duo of The Perfect Storm<sup>SM</sup> waterslides ever — and it's only on the newly amped Navigator of the Seas®. Grab your bravest friend and team up to take on the longest waterslide at sea — The Blaster<sup>SM</sup> aqua coaster. Five different blast points propel you along dips, drops and the longest stretch of slide ever suspended over water. Then come face-to-face with adventure on Riptide<sup>SM</sup> as you speed down the only headfirst mat racer slide at sea. Only on Royal Caribbean®.

---

### THE BLASTER<sup>SM</sup>

#### HEADLINE

NEW THRILLS BLASTING OFF

#### SHORT DESCRIPTION:

Chart a thrill-filled course on the longest waterslide at sea — The Blaster<sup>SM</sup> aqua coaster. Five waterjet blasters propel you and a friend through dips, drops, and the longest stretch of slide ever suspended over water.

Ensure you're using the proper trademarks as needed. Review and accept the terms of downloading the image within the Digital Asset Library before using. \*Images and messaging for Perfect Day at CocoCay reflect current design concepts and may include artistic renderings. All destination features and experiences, and related delivery timing for these features, are currently in development and are subject to change without notice. Perfect Day and CocoCay are trademarks of Royal Caribbean.

**LONG DESCRIPTION:**

Get ready to chart a thrill-filled course for adventure on the longest waterslide at sea —The Blaster<sup>SM</sup> aqua coaster. Team up on a tandem raft as five waterjet blasters propel you along more than 800 feet of dips, drops and straightaways. But the tides aren't the only thing rushing. In the final stretch, you'll hurtle through an open-air chute — the longest stretch of slide ever suspended over water.

---

**RIPTIDE<sup>SM</sup>**

**HEADLINE**

**FACE TO FACE WITH ADVENTURE**

**SHORT DESCRIPTION:**

Watch the current — you're about to get swept up by Riptide<sup>SM</sup>, the only headfirst mat racer waterslide at sea, with an exhilarating curve right off the side of the ship.

**LONG DESCRIPTION:**

When the current starts racing, watch out. You're about to get swept up by the only headfirst mat racer waterslide at sea — Riptide<sup>SM</sup>. You'll speed through a twisting, turning, exhilarating plunge to the bottom. But the ultimate rush comes when you hurtle through a translucent tube over the side of the ship for a thrilling ocean view.

---

**FLOWRIDER<sup>®</sup>**

**HEADLINE**

**NOW BOARDING FOR ADVENTURE**

**SHORT DESCRIPTION:**

Grab your board and get ready for 30,000 gallons of rushing awesome headed your way. The surf's always up on the 40-foot-long FlowRider<sup>®</sup> surf simulator onboard Navigator of the Seas<sup>®</sup>.

**LONG DESCRIPTION:**

The surf's always up on the 40-foot-long FlowRider<sup>®</sup> surf simulator onboard Navigator of the Seas<sup>®</sup>. Grab your board and get ready, 30,000 gallons of rushing awesome are headed your way. Carve like a pro — or just try to stay upright — while friends cheer you on from the stadium seating.

**IMAGE**

Asset ID: 38359



---

## AMPLIFIED POOL DECK EXPERIENCE

### HEADLINE

H2OH YES WE DID

### COPY:

Forget what you thought you knew about pool days. On the newly amped up Navigator of the Seas<sup>®</sup>, the pool is overflowing with new ways to spend your day in the sun — literally. We've doubled the pool's surface area to cover the deck with tons of space to lounge, swim, and keep you connected to the water. A new signature bar, The Lime and Coconut<sup>SM</sup>, introduces a Caribbean cool vibe across three decks overlooking the poolside action — while the hot tubs have moved up a deck, meaning great ocean views. And with two casual spots to grab burgers and tacos nearby, you'll never have to wander far from your chair, hammock or shady casita.

---

## THE LIME AND COCONUT<sup>SM</sup> COPY

### HEADLINE

ISLAND VICES ON EVERY LEVEL

### SHORT DESCRIPTION:

The search for your favorite island bar is over — it's on the amped up Navigator of the Seas<sup>®</sup>. The Lime and Coconut<sup>SM</sup> is two stories of turned up Caribbean cool, plus a rooftop sun deck — or moonlit lounge spot.

### LONG DESCRIPTION:

The search for your favorite island bar is over — it's on the amped up Navigator of the Seas<sup>®</sup>. The Lime and Coconut<sup>SM</sup> delivers turned up Caribbean cool across three levels of prime pool front views. The first two decks serve up your favorite vacation-mode libations. The third offers a rooftop sun deck — or moonlit lounge spot. Because when the sun goes down, this pool bar just might be the hottest spot onboard.

---

## JOHNNY ROCKETS<sup>®</sup> EXPRESS | COPY

### HEADLINE

BURGERS, FRIED, SUNNY SKIES

### SHORT DESCRIPTION:

All your favorite diner classics are just a skip and a sock hop away from the pool deck at Johnny Rockets<sup>®</sup> Express. Burgers, fries — even spiked shakes for those who want something a bit more spirited.

### LONG DESCRIPTION:

All your favorite diner classics are just a skip and a sock hop away from the pool deck at Johnny Rockets<sup>®</sup> Express. Burgers, fries, handspun milkshakes — and even spiked shakes for those who want something a bit more spirited.

IMAGE  
Asset ID: 36530



---

## EL LOCO FRESH<sup>SM</sup> | COPY

HEADLINE  
SO GOOD IT'S CRAZY

SHORT DESCRIPTION:

El Loco Fresh<sup>SM</sup> is bringing the fiesta poolside on Navigator of the Seas<sup>®</sup> with all your favorites under the sun, like beef burritos, fish tacos, carnitas and more. .

LONG DESCRIPTION:

If you're craving authentic Mexican, El Loco Fresh<sup>SM</sup> offers fast, fresh fare you'll go wild for. This casual grab and go stop has a prime new spot by the pool on Navigator of the Seas<sup>®</sup> — with all your favorites, from fish tacos to beef burritos to carnitas. Get crazy at this flavor fiesta under the sun.

IMAGE  
Asset ID: 38315



---

## KIDS, TEENS AND FAMILY TIME<sup>®</sup> COPY

HEADLINE  
BOLDER BONDING

DESCRIPTION:

Nothing strengthens bonds like adventure. And the amped up Navigator of the Seas<sup>®</sup> is overflowing with new activities to thrill every member of the family. Fuel friendly competition with a game of glow-in-the-dark laser tag, put your teamwork to the test on a new Royal Escape Room challenge or tackle record-breaking thrills like the longest waterslide at sea. And kids of all ages and teens alike have more ways to hang and play with newly redesigned spaces perfect for each age group.

*Ensure you're using the proper trademarks as needed. Review and accept the terms of downloading the Image within the Digital Asset Library before using. \*Images and messaging for Perfect Day at CocoCay reflect current design concepts and may include artistic renderings. All destination features and experiences, and related delivery timing for these features, are currently in development and are subject to change without notice. Perfect Day and CocoCay are trademarks of Royal Caribbean.*

---

## NEW KIDS & TEENS SPACES | COPY

**HEADLINE**  
LEVEL UP HANG TIME

**SHORT DESCRIPTION:**

Hangouts are getting a serious upgrade onboard Navigator of the Seas<sup>®</sup>, with newly redesigned spaces for kids and teens too. Like a reworked Adventure Ocean<sup>®</sup> with plenty of space for free play fun, and a reimagined Living Room for teens with a backyard hideaway.

**LONG DESCRIPTION:**

Hangouts are getting a serious upgrade onboard Navigator of the Seas<sup>®</sup>, with newly redesigned spaces for kids and teens too. It's a whole new game at the award-winning Adventure Ocean<sup>®</sup> Youth Program, redesigned as an open, free play space with whimsical activities tucked into every corner. And teens can kick back and hang out at the coolly updated Living Room, complete with a new outdoor chill space, The Back Deck.

---

## LASER TAG: BATTLE FOR PLANET Z<sup>SM</sup> | COPY

**HEADLINE**  
AIM FOR THE STARS

**SHORT DESCRIPTION:**

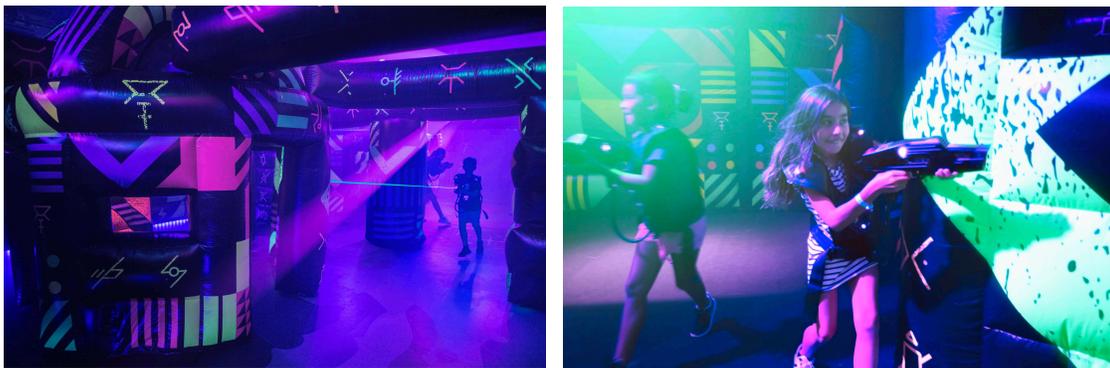
Two forces clash in a glow-in-the-dark laser tag faceoff for control of the last planet for light years around. Will your team claim it? Take aim and find out in Battle for Planet Z<sup>SM</sup>.

**LONG DESCRIPTION:**

Two forces are facing off and you're about to be recruited. Whether you join the remnant of a robot civilization, or the alien scouting party looking for refuge from a meganova, only one force can take control in this glow-in-the-dark laser tag faceoff. Will your team be the one to claim the last planet for light years around? Take aim and find out in Battle for Planet Z<sup>SM</sup>.

**IMAGE**

Asset ID: 39013 or 38659



---

*Ensure you're using the proper trademarks as needed. Review and accept the terms of downloading the Image within the Digital Asset Library before using. \*Images and messaging for Perfect Day at CocoCay reflect current design concepts and may include artistic renderings. All destination features and experiences, and related delivery timing for these features, are currently in development and are subject to change without notice. Perfect Day and CocoCay are trademarks of Royal Caribbean.*

---

## ROYAL ESCAPE ROOM | COPY

### HEADLINE

MAKE A BREAK FOR IT

### DESCRIPTION:

Your time is running out. Fast. You've only got 60 minutes to solve the mysteries of the latest Royal Escape Room challenge. Will you and your team solve all the mind-bending puzzles and dizzying brain teasers to make it out before time is up? Find out in *The Observatory*.

### IMAGE

Asset ID: 39016 or 40018



---

## DINING OVERALL STORY

### HEADLINE

A GETAWAY WITH GREAT TASTE

### DESCRIPTION:

Choose any flavor you're craving — the newly amped Navigator of the Seas® has a way to please your palate. Whether you're fueling your pool day or looking to savor a multicourse meal. You'll find an appetizing array of authentic, fresh flavors onboard. Head to El Loco Fresh<sup>SM</sup> for crazy good tacos, grab a lobster roll from Hooked Seafood<sup>SM</sup> at lunchtime, and share one of chef Jamie Oliver's antipasti planks over dinner at Jamie's Italian. With so many options to choose from, the only thing you'll be craving is more mealtimes in a day.

*Ensure you're using the proper trademarks as needed. Review and accept the terms of downloading the Image within the Digital Asset Library before using. \*Images and messaging for Perfect Day at CocoCay reflect current design concepts and may include artistic renderings. All destination features and experiences, and related delivery timing for these features, are currently in development and are subject to change without notice. Perfect Day and CocoCay are trademarks of Royal Caribbean.*

---

## HOOKED SEAFOOD<sup>SM</sup> | COPY

### HEADLINE

REEL FRESH SEAFOOD

### SHORT DESCRIPTION:

If you want to snag a real taste of New England style seafood, Hooked Seafood<sup>SM</sup> is the spot. From lobster to crab cakes and chowders to just-shucked oysters, it's the ultimate catch.

### LONG DESCRIPTION:

If you want to snag a real taste of New England style seafood, Hooked Seafood<sup>SM</sup> is the spot. You'll savor succulent lobster. Crispy golden Maryland crab cakes. Delectable sandwiches, like the Maryland clam strip sandwich. Just-shucked oysters and other raw bar favorites.

### IMAGE

Asset ID: 38311



---

## JAMIE'S ITALIAN | COPY

### HEADLINE

FAMOUSLY FANTASTIC ITALIAN

### SHORT DESCRIPTION:

At Jamie's Italian by Jamie Oliver, you'll enjoy Tuscan-inspired dishes like the crowd-pleasing Famous Plank and pastas made in-house — all crafted by one of Britain's most famous chefs.

### LONG DESCRIPTION:

At Jamie's Italian by Jamie Oliver, you'll enjoy Tuscan-inspired dishes crafted by one of Britain's most famous chefs. Seasonal ingredients meet authentic recipes for family-style dishes that are tried and true crowd-pleasers. Order the Famous Plank, the ultimate shareable app piled high with cured meats, pickles and tempting cheeses. And sample delectable pastas made in-house everyday — plus a gorgeous selection of grills, entrees, small plates and decadent desserts.

### IMAGE

Asset ID:38333



---

## STARBUCKS® | COPY

### HEADLINE

MAKE YOUR SEA DAY A GRANDE

### SHORT DESCRIPTION:

Your morning won't skip a beat, even while out at sea, with Starbucks® favorites from drinks to pastries right onboard.

### LONG DESCRIPTION:

Your favorite weekend ritual is joining you onboard. Get all your Starbucks® favorites — from Macchiatos to Frappuccinos®. You'll enjoy an extensive menu of drinks and pastries for whenever the mood strikes you. So you won't have to go a single day without your morning iced coffee or your mid-afternoon flat white. A la carte pricing.

---

## NIGHTLIFE STORY

### HEADLINE

SEA AND BE SCENE

### DESCRIPTION:

You can go out anytime. But on the newly amped Navigator of the Seas®, you can go all out every night. Because when the sun goes down, the Royal Promenade comes to life with all new hotspots. Like To Dry For<sup>SM</sup>, a blow dry bar where you can pop in for a quick beauty fix and a glass of bubbly to kick off your night. Then meet up for a tiki-chic rendezvous over rum punches in The Bamboo Room. Team up for some friendly competition over brews at Playmakers<sup>SM</sup> Sports Bar & Arcade. And pull up a stool at the Copper & Clover pub for a pint and a live performance.

---

## TO DRY FOR<sup>SM</sup> | COPY

### HEADLINE

ALL TRESSED UP

### DESCRIPTION:

After a full day of sea, salt and sun, pop in for a quick beauty fix. The new To Dry For<sup>SM</sup> blow dry bar has you covered from head to toe with blowouts, hairstyling, and nail polish changes. All in the time it takes to enjoy a pour of bubbly or a glass of wine, so you can get your night out at sea started early.

---

## THE BAMBOO ROOM | COPY

### HEADLINE

LAI D BACK AND PUNCHED UP

### SHORT DESCRIPTION:

Throwback vibes and kitschy cool cocktails will whisk you away at The Bamboo Room — a Polynesian watering hole that packs a punch.

### LONG DESCRIPTION:

Throwback vibes and kitschy cool cocktails will whisk you away at The Bamboo Room — a Polynesian watering hole that packs a punch. This tiki-chic lounge on the Royal Promenade is the perfect spot for a pre-dinner cocktail or a late night rendezvous. Expert bartenders keep your tastes in mind as they craft your perfect potion with exotic fruits and spices. So sit back, relax, and order small plates to share.

### IMAGE

Asset ID: 40001



---

## PLAYMAKERS<sup>SM</sup> SPORTS BAR & ARCADE | COPY

### HEADLINE :

SCORE AN AWESOME TIME

### SHORT DESCRIPTION:

It's always game on at Playmakers<sup>SM</sup> Sports Bar & Arcade, where you can catch your home team on 50 screens, face off against your friends, or fuel up with game day favorites

**LONG DESCRIPTION:**

It's always game on at Playmakers<sup>SM</sup> Sports Bar & Arcade, where you can catch your home team live on 50 screens or face off against your friends. With a menu of game day favorites and icy-cold draughts on tap, anything you order is a winner. Like the signature Playmakers Burger, the buffalo wings, or the four-scoop Touchdown Sundae. And if you want to enjoy true baller status, reserve the Owner's Box where you can kick back with your friends to catch the game in your own VIP room.

**IMAGE**

Asset ID: 38325



**HELPFUL TIPS WHEN MARKETING NAVIGATOR**

**WHEN DO I NEED MARKS?**

The Blaster<sup>SM</sup>

Riptide<sup>SM</sup>

Johnny Rockets<sup>®</sup> Express

To Dry For<sup>SM</sup>

The Lime and Coconut<sup>SM</sup>

Splash Pad - no mark

Navigator of the Seas<sup>®</sup>

FlowRider<sup>®</sup>

Starbucks<sup>®</sup>

Battle for Planet Z<sup>SM</sup>

Playmakers<sup>SM</sup> Sports Bar & Arcade

El Loco Fresh<sup>SM</sup>

Hooked Seafood<sup>SM</sup>

Royal Escape Room: The Observatorium – no mark

Jamie's Italian by Jamie Oliver – no mark

**DISCLAIMER**

Communications that use images to represent Navigator, whether renderings or pictures of other ships, require this disclaimer:

Images of Navigator of the Seas<sup>®</sup> reflect current design concepts and may include artistic renderings and/or images of existing Voyager Class ships. All ship features, experiences, and itineraries are subject to change without notice.