

## ROYAL CARIBBEAN INTERNATIONAL AND CELEBRITY CRUISES UNVEIL “GROUPS YOUR WAY”

*New Policy Will Give Travel Agents Greater Flexibility  
for Booking Groups of All Sizes*

Royal Caribbean International and Celebrity Cruises today announced new group booking policies that will empower travel agents with greater flexibility to market and sell cruises. Called Groups Your Way, the policy will offer travel professionals a choice of two different ways to book groups based on the number of staterooms they wish to hold.

“It is our commitment to support our travel partners and give them the advantage they need in order to sell cruises and grow their business,” said Vicki Freed, CTC, senior vice president of sales, trade support & services, Royal Caribbean International. “With the new policy, Groups Your Way will give our travel partners the ability to lock in a rate and hold blocks of staterooms for a longer length of time in order to generate new business opportunities.”

Groups Your Way will enable travel agents to hold – with no initial upfront deposits – up to 16 staterooms on Royal Caribbean International sailings, and up to 24 staterooms on Celebrity Cruises sailings, and have up to 180 days to sell the staterooms.

“Travel agents have told us that booking promotional and affinity groups would be more successful for our brands with increased time to market and sell,” said Dondra Ritzenthaler, senior vice president of sales, Celebrity Cruises. “Our Groups Your Way policy reflects valuable feedback from our travel partners, providing them with flexibility to sell more cruises in different ways, thereby increasing their revenue.”

For affinity group bookings requiring more than 16 staterooms on Royal Caribbean International or more than 24 staterooms on Celebrity Cruises, travel agents will be able to hold space, as long as they have sufficient staterooms sold, up to 180, 120 or 90 days prior to sailing, with scheduled review dates along the way. A deposit of \$25 per guest will be due 30 days from creation of the group booking.

For travel partners who require more than 50 staterooms – for a large group or a ship charter, for example – a cruise line group partner advocate will help to custom-tailor a mutually agreed upon sales timeline that meets the travel agent’s needs.

Travel professionals can contact a Royal Caribbean International group partner advocate for more information at (800) 327-2055 or [groupyourway@rccl.com](mailto:groupyourway@rccl.com). Group partner advocates for Celebrity Cruises can be reached at (800) 963-0311 or [groupyourway@celebritycruises.com](mailto:groupyourway@celebritycruises.com). Royal Caribbean International and Celebrity Cruises also will inform travel agents of Groups Your Way details through the two cruise lines’ group partner advocates or sales managers and usual communications channels.

Royal Caribbean International and Celebrity Cruises encourage travel agents to continue to book groups as they normally do between now and when the program officially kicks off, noting that August and September are typically the biggest months for booking group space. Agents will be able to take advantage of the new Groups Your Way policy for new and most pre-existing groups in September 2008, by calling a Royal Caribbean International or Celebrity Cruises group partner advocate.

In October 2008, the new CruiseMatch booking solution on CruisingPower.com will complete its migration to the new policy, and travel agents will be able to use the online cruise booking solution to instantly create group bookings, allocate staterooms, and manage payments from their customers. From the Group Travel portal, found under the Trip Details menu on CruisingPower.com, agents also can request dinner seating arrangements, apply Group Amenities Plus (GAP) points, and take advantage of some of the industry's leading online tools and solutions.

The current Azamara Cruises groups policy will not be impacted by this change.

#### **About Royal Caribbean International**

Royal Caribbean International is a global cruise brand with 21 ships currently in service and two under construction. The line also offers unique cruisetour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand. 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 cruisetour vacations in Alaska, Australia, Canada, Europe and South America. Noted for four of the top ten "Top Cruise Ships in the World" in the large-ship category, as voted by the readers of Condé 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).