

Consumer Advertised Pricing Beginning July 2024 FAQs

1. When will California's new consumer protection law take effect?

Effective July 1, 2024, a new law in California will prohibit businesses from advertising or displaying pricing that does not include all mandatory fees. The law was passed by the California legislature in 2023 and signed by the Governor and amends the California Consumer Legal Remedies Act (CLRA).

2. If this is a change only to California law, why have Royal Caribbean and Celebrity Cruises chosen to implement this change nationwide?

We strive for simplicity and clarity in our pricing. Treating California differently than the rest of the United States could have created confusion and introduced unnecessary complexity. Accordingly, beginning July 1, Royal Caribbean Group pricing throughout the United States will include all mandatory taxes, fees, and port expenses required to be paid by consumers.

3. Does complying with California law impact the total price guests will be required pay?

No. The total price, inclusive of taxes, fees, and port expenses, for both Royal Caribbean and Celebrity Cruises is not impacted by compliance with California's new law.

4. How does this law affect Travel Advisors/Agencies? What steps are necessary to ensure compliance?

All businesses, inclusive of travel agencies, will need to comply with California's new law on or before July 1, 2024. We know many travel advisors and travel agencies have already engaged legal counsel to better understand the implications of this law on their own day-to-day operations. We encourage those that have yet to discuss this new regulation with counsel to do so.

5. Is there a penalty for business who do not meet California's new consumer protection law?

Yes. Please consult the California Consumer Legal Remedies Act for more information.

6. Is Royal Caribbean Group changing the way in which cancellation fees are calculated?

No. Cancellation fees will continue to be assessed on the fare price, excluding government taxes and fees. In the event of a booking cancellation, the existing process remains unchanged. Government taxes and fees will be refunded to the original form of payment.

7. Are there any impacts to a Travel Advisor's earned commission?

No. Rest assured that the calculation of your commissionable earnings will not be altered.

8. If I have additional questions regarding California's new consumer protection law, or Royal Caribbean Group's changes in accordance with this new law, what resources can I use?

As always, your dedicated Royal Caribbean and Celebrity Cruises Sales representatives are available to provide guidance on any changes at Royal Caribbean Group. For more in depth inquiries or legal guidance on compliance matters, we suggest engaging legal counsel.



Royal Caribbean Group