



Media Contact

**ROYAL CARIBBEAN CRUISES LTD. APPOINTS NEW PREFERRED SALES  
REPRESENTATIVE STRUCTURE IN CZECH REPUBLIC**

Travel partners and consumers in the Czech Republic now have more options with whom to book their Royal Caribbean Cruise vacation.

London, 11 May 2018 – Royal Caribbean Cruises Ltd is pleased to announce the launch of a new sales structure in Czech Republic. Now trade partners and consumers can choose to book through one of two Preferred Sales Representatives, demonstrating the commitment of the company to opening up the distribution of its popular cruise products in the country.

**CRUISE & TRAVEL** is a company with vast experience in the cruise business, including 13 years of experience working with Royal Caribbean Cruises Ltd. They offer a friendly service to clients and travel partners and their API system allows customers to book cruises directly online at [www.cruiseandtravel.cz](http://www.cruiseandtravel.cz)

**PT TOURS** is a tour operator specializing in cruising since 2010. Their mission is to bring cruising closer to the Czech people and educate them about this type of holiday. They have more than 7,000 clients in their portfolio. <https://www.pttours.cz/>

Stuart Leven, Vice President of Europe, Middle East and Africa & Managing Director, RCL Cruises Ltd said: *“This is an area of Europe we are very interested in. With our fleet expansion in Europe and also in the Caribbean, we are looking to open up new markets, and our new approach allows further distribution reach in these countries.”*

With the most innovative ships operating around the world Royal Caribbean Cruises Ltd. offers a great opportunity for Czech guests to see the world, and enjoy an international holiday experience.

“We truly believe that these new partnerships will help us to grow and deliver a high quality of support to the regions trade and consumers”, commented Gianni Rotondo, General Manager, International Representatives, Europe, Middle East and Africa for RCL Cruises Ltd.

Our new partners will be responsible for the sales and marketing of our three brands: Royal Caribbean International, Celebrity Cruises, and Azamara Club Cruises in the market.

**About Royal Caribbean International:**

Royal Caribbean International is an award-winning global cruise brand with a 49-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean, including jaw-dropping, state-of-the-art entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. On board, guests are catered to with the cruise line’s world-renowned friendly and engaging service by every staff and crew member. Royal Caribbean has been voted “Best Cruise Line Overall” for 15 consecutive years in the Travel Weekly Readers’ Choice Awards. The cruise line sails 25 of the world’s most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand.

**About Celebrity Cruises:**

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 12 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible cruise tour experiences in Alaska and Canada.

**About Azamara Club Cruises®**

Azamara Club Cruises® is a boutique upmarket cruise line. Azamara's wide selection of Destination Immersion® signature programming offers guests the opportunity to *Explore Further*™, delivering guests authentic cultural experiences across the globe. In 2018, Azamara will take guests to more than 200 ports, in 70 countries, including 170 late night stays and 114 overnights. Azamara's commitment to Destination Immersion® cruise experiences coupled with exceptional authentic service offers and inclusive amenities make for a unique cruise vacation experience.

**About Royal Caribbean Cruises Ltd.**

Royal Caribbean Cruises Ltd. (NYSE: RCL) is a global cruise vacation company that owns and operates three global brands: Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises. We are a 50% joint venture owner of the German brand TUI Cruises, a 49% shareholder in the Spanish brand Pullmantur and a 36% shareholder in the Chinese brand SkySea Cruises. Together, these brands operate a combined total of 49 ships with an additional thirteen on order as of 31 December 2017. They operate diverse itineraries around the world that call on approximately 540 destinations on all seven continents. Additional information can be found on:

[www.royalcaribbean.com](http://www.royalcaribbean.com), [www.celebritycruises.com](http://www.celebritycruises.com),  
[www.azamarclubcruises.com](http://www.azamarclubcruises.com), [www.tuicruises.com](http://www.tuicruises.com), [www.pullmantur.es](http://www.pullmantur.es), or [www.rclinvestor.com](http://www.rclinvestor.com)