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**The Modern Luxury Approach to Personalized Cruise Vacations:
Celebrity Cruises Introduces New, Dedicated 'Destination Insiders'**

***Celebrity Private Journeys' new service assists travelers seeking
unique, once- in-a-lifetime moments around the world***

MIAMI – March 10, 2016 – [Celebrity Cruises](http://CelebrityCruises.com), the modern luxury vacation brand known for award-winning onboard experiences and service, has unveiled its newest personalized tour service. New, dedicated 'Destination Insiders' are seasoned world travelers who will help create unique, one-of-a-kind land experiences for [Celebrity Private Journeys](http://CelebrityPrivateJourneys.com), the shore excursion program aimed at guests who seek rich, intimate experiences off the beaten path. Adding even more customization, ease, speed and richness to Celebrity's already unforgettable bespoke experiences, the Destination Insiders offer culture-seekers and adventurers alike the dynamic combination of five-star service and a local's expert know-how.

Celebrity's Destination Insiders are passionate travelers who thrive on uncovering the world's hidden gems. Carefully selected for their unique perspective and experience, the Destination Insiders are electrified by travel, namely by discovering culture, history, and the special characteristics of each destination. These individuals have transitioned into specialized roles after years of experience seeing the world and working with thousands of guests as shore excursions managers onboard Celebrity's award-winning ships.

The Destination Insiders will arrange once-in-a-lifetime moments for guests who want to immerse themselves in a destination with a Celebrity Private Journey. Experiences can be as simple or as dynamic as guests wish them to be, from surprising a significant other with an indulgent, sumptuous lunch for two at an exclusive clifftop restaurant in Santorini, to treating a loved one to a helicopter ride to the world's only seven-star hotel in Dubai for an exclusive champagne and cocktail pairing. Vacationers can also enjoy Private Journeys' signature choice of private or unique modes of transportation, including cars, limousines, and aircraft. The exclusive one-on-one service of private local guides also can be included.

To encourage modern luxury travelers to indulge in Celebrity Private Journeys and the new, intuitive Destination Insider experience, Celebrity has launched a limited-time offer for a complimentary consultation, by waiving the service's standard \$100 deposit. This special opportunity ends March 31, 2016. Once contacted, Destination Insiders engage with travelers within one business day.

More information about Celebrity Private Journeys is available online at celebritycruises.com/private-journeys or by calling 844-571-7851 in the U.S. or 801-666-3031 globally.

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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' 10 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent.

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