



Media Contacts:

Katherine Hill

305.539.6127

katherinehill@rccl.com

Bradley Norman

305.539.4413

bradleynorman@rccl.com

**Sail to Sun-Soaked Caribbean Islands and Indulge in Local Flavors all Year-Long
with Celebrity Cruises**

***Celebrity Cruises is raising the bar with modern luxury summer vacations, Caribbean-inspired fare
and exciting new experiences for all ages***

MIAMI – July 19, 2016 – Endless modern luxury vacations are back in the Caribbean. [Celebrity Cruises](#) has today introduced year-round Caribbean sailings onboard the award-winning [Celebrity Equinox](#) to some of the most breathtaking places in the region. And, as the only premium cruise brand to offer these one-of-a-kind vacations, Celebrity is further elevating each sailing by introducing new unique experiences and enriching activities that all ages can enjoy. This is the [Celebrity Distinction](#).

"Our guests, first-time cruisers and our travel partners have been asking me for many years to offer year-round Caribbean cruises. They wished we offered these itineraries," said Lisa Lutloff-Perlo, President and CEO, Celebrity Cruises. "Modern luxury, affluent vacationers have been looking for summer cruises in the Caribbean and we felt this was a significant opportunity in our offering. So our new year-long sailings are perfect for discerning families and couples who want a summer getaway to sought-after tropical islands, with the best culinary experiences in the region and enriching activities for children and adults – all of which can only be offered by Celebrity. We are also adding new itineraries and sailings to create the most unforgettable vacations in the Caribbean; this is another example of what makes Celebrity so distinct and unique."

Lutloff-Perlo, added: "The response we have received so far to our year-round Caribbean sailings has been overwhelming, and we are excited to offer our guests endless summers in such a beautiful place."

Celebrity Equinox Summer Takeover:

Celebrity Cruises is taking over the Caribbean, offering 24 sailings alternating between the Western and Eastern Caribbean on *Celebrity Equinox* and seven exceptional itineraries in 2017 – all from Miami. As a prelude to summer, Celebrity Cruises is offering a special 11-night Signature Event sailing in the Caribbean that includes a double-overnight stay in New Orleans, La., coinciding with the city's famous jazz festival. In addition, Lisa Lutloff-Perlo, President and CEO of Celebrity Cruises, will be hosting a special President's Cruise in the Caribbean, departing on August 27, 2017, for an 8-night Eastern Caribbean sailing. Lutloff-Perlo will be hosting special events and excursions to take the vacation to the next level of indulgence.

"The Cruise Capital of the World is proud to welcome the *Celebrity Equinox*," said Miami-Dade County Mayor, Carlos A. Gimenez. "Passengers will experience a true getaway cruising from *PortMiami* as they sail past the colorful skyline of downtown Miami and surrounding beaches - a vacation experience like no other port in the world."

The Most Distinctive Summer Camp at Sea, for Children and Adults:

In addition to offering new sailings onboard the *Celebrity Equinox*, Celebrity Cruises is introducing the most unique "**Summer Camp at Sea**," allowing children to enjoy a vacation that moves beyond purely entertainment, to also deliver enriching and inspiring activities. From offering an "Adventure through Science" program to becoming a director for the day and creating a short video onboard, children ages 3-17 have a range of one-of-a-kind educational activities at their fingertips.

Taste of the Caribbean

Adults can partake in the excitement too with Celebrity Cruises' newest culinary program. Celebrity is bringing a taste of the Caribbean to modern luxury travelers with its new **Taste of the Caribbean** program, which offers complimentary events for adults at sea. Events include a culinary demo with Celebrity featured chefs, mixology demos, the biggest wine tasting at sea, rum and reggae party on The Lawn Club and brunch and bubbles. Exclusive events are also available for a fee, including a fresh pasta and mozzarella making class and lunch in Tuscan Grille and an exclusive five-course tasting dinner with Celebrity chefs.

Adults looking to be fully immersed in the culinary indulgences can enjoy the **Taste of the Caribbean Premium Package**. This luxurious package gives guests a taste of all of the culinary, wine and cocktail indulgences available on the *Celebrity Equinox*. From the Chef Market Discovery excursion to a "Blendtique" wine blending class to a Riedel Wine comparison workshop, guests' taste buds will be pampered throughout their sailing.

Endless Summer Offer:

To celebrate their return to the Caribbean, for a limited time Celebrity is offering four free perks and qualifying upgrades on select 2017 sailings on *Celebrity Equinox*. Book travel between July 19 and Aug. 31, 2016, and receive up to four signature perks including: \$150 onboard credit, unlimited internet package, premium beverage package and prepaid gratuities, per person. The Endless Summer offer is valid on travel from April 24 through Nov. 6, 2017, with rates starting at \$1,399 per person for Veranda Stateroom accommodations.

For more details on *Celebrity Equinox*'s newest sailings and endless summer offerings, summer camp at sea, and other modern luxury escapes, visit www.celebritycruises.com/.

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 immersive cruise tour 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](tel:1-800-437-3111), visit www.celebritycruises.com/, or call your travel agent.

###