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**Celebrity Cruises' "Celebrity Distinction" Makes Sailing the Glistening Waters of the Mediterranean a One-of-a-Kind Experience**

*The most awarded modern luxury brand in Europe adds more sensational sailings to their iconic European lineup, and introduces new unforgettable onboard activities*

**MIAMI – September 06, 2016** – Gaze at the sapphire-blue waters of the Mediterranean; explore Europe's most iconic cities; sample local, seasonal ingredients; and soak in the warm sun and breathtaking sunsets onboard a [Celebrity Cruises](#) ship. The modern luxury cruise line, which has been named best cruise line in Europe\*<sup>[1]</sup> for six consecutive years, has added more Mediterranean sailings for 2017, and is bringing distinct experiences to guests through a variety of new onboard activities and culinary indulgences. In 2017, Celebrity will offer 40 unique itineraries in Europe, 109 Uniquely Celebrity Shore Excursions in the region, and 61 overnight stays in 19 different European cities. This is the [Celebrity Distinction](#).

"Affluent travelers are looking for one-of-a-kind, enriching offerings in Europe, so we are continuing to raise the bar by providing guests with even more modern luxury European getaways to the most sought-after locations," said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. "Because Celebrity was born in Europe, our guests entrust us to unveil the most charming locations and sumptuous cuisine. We will continue to create distinct, culturally-rich experiences for travelers who want to discover Europe in beautiful, modern luxury style. We're Europe's premium cruise line, and we have the awards to prove it."

Lutoff-Perlo added: "We've even gone one step further to envelope our guests in the local culture and cuisine of Europe, by adding new exceptional onboard experiences. Vacationers can now participate in enriching culinary and educational activities that will excite any age."

**Modern Luxury Lives in Europe:**

Celebrity continues to be prominent in Europe, offering 69 sailings from the Mediterranean and Northern Europe, onboard four award-winning ships – [Celebrity Reflection](#), [Celebrity Constellation](#), [Celebrity Eclipse](#) and [Celebrity Silhouette](#). The modern luxury brand has the most verandas of any premium cruise line in Europe, and the youngest fleet - just two of many examples of what makes Celebrity so distinct.

Celebrity's newest ship, [Celebrity Reflection](#), has doubled the amount of sailings offered to the ship's iconic **best of Europe's three Riviera's** – the French, Italian and Spanish coastlines – and now offers eight

11-night "Best of the Western Mediterranean" sailings, giving guests more opportunities to experience this one-of-a-kind fruitful itinerary. The luxurious sailing features stops in a multitude of beloved European destinations, including the charming Florence/Pisa (La Spezia), Italy, Nice (Villefranche), France and Gibraltar, the United Kingdom, and four different stops in Spain, including an overnight stay to enjoy Barcelona's dynamic nightlife.

For 2017, **Celebrity Constellation** will set out on an assortment of glamorous nine- and 10-night sailings that take guests to **prime Mediterranean destinations**, including new ports of call for Celebrity – the extravagant, culture-rich city of Monte Carlo, Monaco and Sète – offering unparalleled insights into some of the region's hidden delights.

### **One-of-a-Kind Destination Experiences:**

Once in port, guests can experience the heart of a destination famous for its rich history, breathtaking views and culinary delights. Vacationers can join one of Celebrity's shore or overnight excursion offerings, or a multi-day adventure, offering guests the opportunity to embrace the character and richness of bucket-list cities and exotic locales over multiple days ashore. Celebrity's vast excursion lineup offers more than 150 Uniquely Celebrity Shore Excursions, including:

- Theatrical Play "Antigone" by Sophocles – History seekers will adore this theatrical performance of Sophocles' "Antigone," in Mykonos. The thrilling play, written in 441 B.C., is one of the most famous of the Greek tragedies. After the play, attendees will explore Mykonos and enjoy the culinary indulgences of this electric city
- Portofino and Italian Riviera Land and Sea Tour – Discover the beauty of the Italian Riviera, exploring Portofino and two other pearls of Italy's storied and romantic Gulf of Paradise. Begin with a winding, cliff-side drive to Santa Margherita, sail the yacht-filled, turquoise waters of Paraggi Bay of Portofino and explore Rapallo to see its famous 16th-century castle
- Belgium Chocolate Workshop – Foodies can explore the chocolate capital of Belgium on a guided walking tour through Market Square and on to a chocolatier's workshop to see first-hand how fine Belgian chocolates are made
- Catherine Palace and Amber Restoration Workshop – During a visit to St. Petersburg, Russia, culture seekers will visit Catherine Palace, the splendid summer residence of the Russian tsars, with a tour of the world-famous Amber Room and experience an Amber restoration workshop

### **Signature Event Sailings:**

Celebrity also offers sailings to coincide with three of Europe's most iconic events. The **Signature Event Sailings** include a visit to The French Open in June 2017 onboard *Celebrity Eclipse*, and two special sailings to The British Open onboard *Celebrity Silhouette* departing in July 2017. *Celebrity Silhouette* will also offer two additional Signature Event Sailings to the spectacular Edinburgh Military Tattoo in August 2017. These unique experiences are exclusively offered through Celebrity.

### **Summer Camp at Sea, for Children and Adults:**

Celebrity is now introducing the exclusive "**Summer Camp at Sea,**" on all European sailings, allowing children to enjoy a vacation that moves beyond purely entertainment, to also deliver enriching and

inspiring activities. From offering the "Creation Station" program that allows children to express themselves creatively, to putting their chef skills to the test with a cooking at sea program, children ages 3-17 have a range of one-of-a-kind educational activities at their fingertips.

### **Taste of Europe:**

Food lovers can partake in the excitement too, with Celebrity Cruises' newest culinary program - only available on Celebrity. The modern luxury brand is bringing a taste of Europe to travelers with its new **Taste of Europe** program, which offers complimentary events for adults at sea. Events include a culinary demo with Celebrity featured chefs, mixology demos and one of the biggest wine tastings at sea. Exclusive events are also available for a fee, including a fresh pasta and mozzarella making class (followed by lunch in Tuscan Grille), and an exclusive five-course tasting dinner with Celebrity chefs.

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

### **Special Offer:**

To celebrate the brand's richest lineup of cruises, Celebrity has launched a special "Two If By Sea" offer for nearly all of the brand's 2017-2018 sailings. Guests who book an oceanview or higher stateroom from Sept. 1, 2016, until Oct. 2, 2016, will save 50% off the second guest's fare and both can enjoy complimentary Classic beverage packages. Guests who choose to "Go Big" can swap their beverage package for one of three additional options: an unlimited high-speed internet package, prepaid gratuities or \$150 to spend onboard per person. Full details about this offer are available at [celebritycruises.com/halfoff](http://celebritycruises.com/halfoff).

To learn more and book a sailing in Europe, guests can contact Celebrity at 1-800-CELEBRITY or call their travel agent, or visit [celebritycruises.com/gocelebritycruises](http://celebritycruises.com/gocelebritycruises).

### **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. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial 1-800-437-3111, visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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[i] \*Travel Weekly's Readers' Choice Awards