



Media Contacts:

Nathalie Alberto

305.539.6721

nalberto@rccl.com

Bradley Norman

305.539.4413

bradleynorman@rccl.com

Celebrity Cruises, First Cruise Line to Launch North American Trade Loyalty Program

Limitless Earning Potential for 85,000+ Travel Agents Eligible for Rewards

MIAMI – December 5, 2016 – Celebrity Cruises is once again showing its authentic appreciation to travel agents with the introduction of the first-ever trade loyalty program in North America for the cruising industry, aptly dubbed *Celebrity Rewards*. Through the incentive program, the modern luxury brand invites more than 85,000+ eligible travel agents, in the U.S. and Canada, to receive rewards for every qualified booking resulting in limitless earning potential. This is the [Celebrity Distinction](#).

Travel agents who enroll in the program and register their Celebrity bookings can earn points and redeem the points for a reloadable gift card. For every qualified booking made on or after January 1, 2017, agents will receive 500 points, when the travel agent has 2,500 points, they can redeem it for \$25 placed on the reloadable gift card. Those that enroll in *Celebrity Rewards* today will receive a kick-off bonus incentive of 500 points.

"*Celebrity Rewards* perfectly highlights the Celebrity Distinction and our commitment to continuing to authentically partner with our valued trade professionals," said Dondra Ritzenthaler, SVP Sales, Trade Support and Service, Celebrity Cruises. "Our travel partners are the experts we need and we value them greatly, our new trade loyalty program encourages them to book even more guests on Celebrity Cruises, while at the same time celebrating their loyalty to us with infinite earning potential – it is a true win-win for everyone."

To further incentivize Celebrity Cruises' valued travel partners, all ChoiceAir bookings during January and February 2017 will earn 500 bonus points. Travel agents may enroll in the program soft-launching on Monday, December 5. For more information and/or to register to use your Celebrity Rewards visit www.celebrityrewards.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 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, or call your travel agent.

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