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## **CELEBRITY CRUISES RAISES THE BAR WITH SERVICE-CENTERED PARTNERSHIP WITH FORBES TRAVEL GUIDE**

*The industry-first partnership aims to elevate the brand's already world-class service to new heights*



**Note:** Hi-res images and video are available for download at [www.celebritycruisespresscenter.com](http://www.celebritycruisespresscenter.com)

**MIAMI, FL – April 5, 2018** – With service like no other, Celebrity Cruises is raising the bar even further in a first-of-its-kind travel partnership with Forbes Travel Guide. A global authority on luxury service, Celebrity entered the partnership to tap into Forbes Travel Guide's 60 years of expertise as the modern luxury brand continues to refine its already heralded award-winning guest experience.

[Celebrity is the first cruise line](#) to secure a fleet wide partnership with Forbes Travel Guide, and hold itself to the highest luxury service standards in the world, further proving the brands commitment to world-class service.

“Celebrity Cruises has been recognized for its industry-leading hospitality that offers guests personalized, genuine and knowledgeable service unlike any other,” said Brian Abel, Senior Vice President, Hotel Operations, Celebrity Cruises. “But we’re not resting on our laurels; we’re always looking for ways to continue to improve upon our service, and that’s what we hope to gain from this industry-first partnership with Forbes Travel Guide.”

Integrating its vast experience in assessing and verifying service and facility at the finest hotels and resorts in the world, Forbes Travel Guide now shares the same standards of luxury service to support Celebrity in the brand's ongoing quest to raise the bar on service excellence.

“We are proud to join with Celebrity Cruises in this important partnership,” said Gerard J. Inzerillo, Chief Executive Officer of Forbes Travel Guide. “Celebrity is setting itself apart by committing to a luxury experience and service excellence throughout its fleet, and we are poised to support the company in this commitment.”

For 25 years, Celebrity’s commitment to world-class service has been the brand’s calling card – the main reason why guests cruise with the brand year after year. From their stateroom attendant to their intuitive waiters, flair bartenders, and knowledgeable sommeliers, someone is always there with a smile and a helping hand.

To learn more about Celebrity Cruises and the brand’s ongoing commitment to unrivaled service, visit [www.celebritycruises.com/about-us/our-distinction](http://www.celebritycruises.com/about-us/our-distinction).

**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 five 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.

**About Forbes Travel Guide:**

Forbes Travel Guide is the only independent, global rating system for luxury hotels, restaurants and spas. Started as Mobil Travel Guide in 1958, the company created the first Five-Star rating system in the United States. Today, Forbes Travel Guide’s incognito inspectors travel the world, evaluating properties based on up to 900 rigorous, objective standards. The company’s annual Star Ratings, reviews and daily travel stories help discerning travelers select the world’s best luxury experiences. For more information about Forbes Travel Guide, visit [www.forbestravelguide.com](http://www.forbestravelguide.com).

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