



CELEBRITY CRUISES MARKS 30TH BIRTHDAY

The Cruise Line that Defined Modern Luxury at Sea Reflects on its History of Innovation and Looks Ahead to the Next Chapter of Sailing Beyond Expectations



MIAMI – May 27, 2020 – Today, [Celebrity Cruises](#) marks its 30th birthday by reflecting on its journey to push the limits of traditional cruising and create a unique modern luxury experience at sea. Established in 1990 by the Greece-based Chandris Group, the line became part of Royal Caribbean Cruises Ltd. (NYSE:RCL) seven years later in 1997. Celebrity Cruises now boasts 14 stunning ships and thousands of team members from over 60 countries.

Over the years, Celebrity Cruises has delivered a number of industry firsts and innovations including: introducing specialty dining to RCL (2000); the creation of the modern luxury cruise category with the introduction of the Solstice Series (2008); the first solar panels at sea (2008); the first American female captain of a cruise ship (2015); the Magic Carpet[®], the first cantilevered dining venue on a cruise ship (2018); the first ship to replace plastic water bottles (2018); and the first all-female bridge and leadership team to command a cruise ship (2020); among many others.

“Having recently celebrated my 35th Anniversary with the company, my time at RCL predates the acquisition of Celebrity Cruises, giving me a unique perspective in watching Celebrity grow from day one. I was a District Sales Manager in New England, at the time, and Celebrity was a formidable competitor that really started to change the complexion of premium cruising,” said Lisa Lutoff-Perlo, president and CEO of Celebrity Cruises. “For me, Celebrity’s legacy will be setting modern luxury cruising standards that are Celebrity’s to own, and then resetting and raising the bar, again and again. It is that spirit of pioneering that continues to take the brand and our guest experiences to new heights – and I’m not just talking about the view from the Magic Carpet.

As we look ahead to the post-pandemic world we will sail in, there is more progress to be made in our industry. I am confident Celebrity – and the entire RCL family – will continue to lead every step of the way. Our next 30 years will be even more incredible thanks to the ongoing support of our travel partners, our loyal guests, our Captains and crew, and our shoreside team members,” she added.

Since joining the RCL family, Celebrity Cruises has sailed to all seven continents and launched three series of ships. In 2000, the company introduced the Celebrity Millennium® Series, the first new-build vessels for the brand following Celebrity's acquisition by RCL. It was followed by the Celebrity Solstice® Series in 2008 with five additional casually elegant ships emphasizing the intersection of indulgence and fun. More recently, in 2018, the Celebrity Edge Series was introduced to critical acclaim, with the first-in-series *Celebrity Edge*® being named to *Time Magazine's World's Greatest Places* to visit list in 2019. In addition, the line began operating three smaller expedition ships that sail the beautiful Galapagos Islands including the 2019 debut of *Celebrity Flora*®, the first purpose-built ship for the islands.

A special celebratory birthday tribute video highlighting some of Celebrity Cruises defining moments from throughout its 30 years can be viewed [here](#).

To learn more about Celebrity Cruises, visit www.celebritycruises.com, or follow the brand on social media @Celebrity Cruises on [Facebook](#), [Instagram](#), and [YouTube](#); and @CelebrityCruise on [Twitter](#).

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' 14 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible Cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL).

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Editor's Note: Media can stay up-to-date on all Celebrity Cruises news at www.celebritycruisespresscenter.com.