



CELEBRITY CRUISES MARKS SUMMER RETURN TO UK, WITH NEW LUXURY 'STAYCATIONS'

- *Revolutionized Celebrity Silhouette returns to the UK this summer*
- *Announcement is welcome boost for Southampton and UK tourism*

LONDON (March 29th, 2021) – [Celebrity Cruises](#) announced its long-anticipated return to UK shores today, as company President and CEO, Lisa Lutoff-Perlo, confirmed that its newly revolutionized ship, [Celebrity Silhouette](#), will set sail from Southampton this summer, offering new luxury staycations for discerning British guests.

Setting sail from Southampton beginning Saturday, July 3, the stunning new luxury *Celebrity Silhouette* will embark on a series of six-to-eight-night itineraries around Britain's coastline. Guests will have the chance to explore the Jurassic Coastline from Portland; discover bustling Scottish cities and signature highlands including Inverness, Kirkwall and Glasgow; uncover the rich history of Belfast; and, immerse themselves in the creative and cultural hub of Liverpool, home of the Beatles. The new sailings go on sale beginning April 6.

Celebrity Silhouette will sail with all guests ages 18 and above vaccinated against COVID-19, and those under the age of 18 with negative PCR test results. The announcement comes just days after Celebrity Cruises announced its Caribbean comeback with *Celebrity Millennium* departing from St. Maarten and *Celebrity Apex* departing from Greece, both in June.

Celebrity Silhouette's return to UK shores will be welcome news, not just for UK travelers looking for a luxury staycation to reconnect with friends and family, but also for the British tourism industry.

Celebrity Cruises President and CEO Lisa Lutoff-Perlo said, *"We're delighted to be returning to Southampton after over a year away. We are truly committed to the UK market and can't wait to welcome guests back onboard. What could be better than a new luxury ship, ready to take guests on a journey around one of the world's most beautiful and impressive coastlines? Not only is this extremely significant to us as a business, but also to efforts to boost the UK's local tourism industry."*

Jo Rzymowska, Vice President and Managing Director EMEA, said: "We are excited to offer guests the chance to reconnect at sea with family and friends and to make up for all those missed celebrations. I cannot thank our UK travel partners enough for their unwavering support throughout this unprecedented time. We can't wait to welcome our mutual guests onboard Celebrity Silhouette."

From bow to stern, *Celebrity Silhouette* enjoyed a multi-million-dollar "revolution" refit last year, designed to add some of the unparalleled new luxury experiences from Celebrity's *Edge Series*.

Celebrity Silhouette's new look includes:

- Completely modernized staterooms and suites with additional enhancements designed with guest comfort in mind
- The introduction of The Retreat[®] for suite guests, an exclusive open-air hideaway featuring a private sundeck and redesigned lounge offering complimentary beverages, gourmet bites, live



entertainment, and concierge service, designed by award-winning British designer Kelly Hoppen CBE

- Stunningly reimagined restaurants, bars, and lounges where guests can enjoy unparalleled culinary experiences in captivating environments
- A redesigned spa and casino
- New designer boutiques featuring the hottest designer names
- Advanced RFID lock technology with digital key access to every stateroom door

And, because Celebrity Cruises believes holidays should be effortless from start to finish, Wi-Fi, drinks and service charges are now [‘Always Included’](#)SM in every purchase, bringing that wonderful feeling of ‘everything is taken care of’ to life.

In addition, the company’s [‘Cruise with Confidence’](#) program provides flexible cancellations and best price guarantees.

All guests already booked to sail on *Celebrity Silhouette* this summer will be contacted to discuss the options for their current booking.

Healthy at Sea

The company’s first priority is the health and safety of guests, crew, and the people in the places that *Celebrity Silhouette* will visit. The ship will sail with comprehensive, multi-layered health and safety measures leveraging expert guidance from its [Healthy Sail Panel](#); Royal Caribbean Group’s Global Head of Public Health and Chief Medical Officer; and local UK health and government authorities. These measures, including vaccination and testing requirements, will evolve along with public health standards.

Details on all health and safety measures across the entire Celebrity Cruises holiday experience can be found at <https://www.celebritycruises.com/healthy-at-sea>. Further details on the additional health and safety measures to be implemented by Celebrity Cruises will be announced at a later date.

For more information on Celebrity Cruises UK comeback, guests and travel advisors should visit: <https://www.celebritycruises.com/gb/uk-cruises-from-southampton-2021>

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About Celebrity Cruises:

Celebrity Cruises’ iconic “X” is the mark of a fleet of 14 award-winning ships redefining luxury cruise travel with cool, contemporary design and accommodation; dining, spa and entertainment experiences for modern tastes; and culturally rich and diverse destination experiences, all complemented by warm, personalized service. Celebrity has pioneered many industry firsts at sea, including: the first use of solar panels on a cruise ship; the first to eliminate use of plastic water bottles; the first American female Captain of a cruise ship; the first-ever all-female bridge and officer team sailing; the first West African woman to work on the bridge of a cruise ship; and one of the first legal same-sex weddings performed at sea. Driven by wanderlust and a passion for opening the world, Celebrity journeys to all seven continents, visiting nearly 300 destinations in more than 70 countries. Celebrity is one of five cruise brands operated by global cruise holiday company Royal Caribbean Group. (NYSE: RCL)

Health and safety protocols, guest conduct rules, and regional travel restrictions vary by ship and destination, and are subject to change without notice. Due to evolving health protocols, imagery and messaging may not accurately reflect onboard and destination experiences, offerings, features, or itineraries. These may not be available during your voyage, may vary by ship and destination, and may be subject to change without notice.



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