

# CELEBRITY CRUISES SHATTERS PREVIOUS RECORDS WITH BLACK FRIDAY AND CYBER MONDAY SALES PERFORMANCE

MIAMI (December 1, 2022) - [Celebrity Cruises](#)<sup>®</sup> posted the line's **single largest booking day ever on Black Friday**, followed by its **strongest Cyber Monday in history**, hot off the heels of recently delivering the magnificent relaxed luxury resort at sea, [Celebrity Beyond](#)<sup>SM</sup>.

Future guests locked-in vacations on brand-new itineraries that take in the rich history of Europe, the glacial beauty of Alaska, the sun-drenched charm of the Caribbean, and the physical and cultural beauty of Japan and Southeast Asia. The new offerings include first-ever homeports for some of Celebrity's award-winning *Edge Series*<sup>®</sup> ships; new year-round offerings in Europe, with new ports; new overnights and double overnights; and new experiences across the rich cultures of every continent and corner of the world while basking in the fullness of the Celebrity cruise experience.

The record-high sales performance follows Celebrity Cruises' launch of both a new "Journey WonderFULL<sup>SM</sup>" campaign and the much-lauded *Celebrity Beyond* earlier in the month, with ship Godmother Simone Biles overseeing the special naming ceremony honors. The stunning new ship also served as the backdrop for Bravo's "Watch What Happens Live with Andy Cohen." In a first-of-its-kind taping for the show, Andy Cohen hosted all five Captains from the successful *Below Deck* franchise - along with Celebrity's own Captain Kate McCue - in front of a live studio audience onboard the ship and a global viewing audience.

"All of the recent exposure highlighting Celebrity's innovative ship design and onboard offerings built incredible demand from consumers longing to experience the world in new ways and through a new level of relaxed luxury," said Celebrity Cruises President and CEO Lisa Lutoff-Perlo. "We saw demand across the full depth and breadth of our itinerary offerings around the globe and we can't wait to take our guests to the world's best places on the world's best places, our Celebrity ships."

For more information on all Celebrity Cruises travel experiences and to book a journey for 2023 and beyond, visit [CelebrityCruises.com](#) or contact a trusted travel advisor.