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## <u>CELEBRITY CRUISES WORLD TOUR 2015-16: ROCKING THE GLOBE</u> *Ten state-of-the-art ships travelling to new breathtaking destinations*

**MIAMI– Feb. 20, 2014** – Celebrity Cruises, the award-winning modern luxury cruise line, will offer an array of thrilling adventures and itineraries in 2015-16 to excite world travelers. With an enticing lineup of 261 destinations in 72 countries, Celebrity will sail to all seven continents, visit new ports of call in Alaska, Europe and Asia, and offer exciting overnight stays, many of which coincide with internationally renowned festivals. Full details of Celebrity Cruises' 2015-16 will be revealed as each set of itineraries opens for bookings.

Marking the launch of Celebrity's World Tour, Celebrity has today unveiled 51 sailings to Alaska. Three modern, luxurious ships will sail to this magnificent state, including <u>Celebrity Millennium</u>, and <u>Celebrity Infinity</u>, which returns to the region for 2015-16. <u>Celebrity Solstice</u>, the newest of all cruise ships sailing to Alaska, offers the most verandas at sea, allowing incredible views of the unique scenery and wildlife. Guests can experience Sitka, with its snow-capped mountains, and the awe-inspiring Hubbard Glacier, the longest river of ice in North America, and one of the most active glaciers in Alaska. <u>Captain's Club</u> loyalty members will have exclusive 'Priority Access' for booking their Alaska trips beginning today, February 20, 2014, five days before the official on sale date - February 25, 2014.

To inspire vacationers, Celebrity will sail to new far-flung destinations for the first time ever. New ports include:

- Haines, Alaska
- Fredericia, Denmark
- Beppu and Kanazawa, Japan
- Vladivostok, Russia
- Dublin Bay (Dun Laoghaire), Ireland

Celebrity will also offer exciting overnight stays in 2015-16 with 29 destinations to choose from. Guests will have the opportunity to experience the nightlife in dynamic, culture-rich cities and be part of glamorous, world-renowned events and occasions such as:

- *Celebrity Constellation* will visit Venice, Italy, during the Redentore Festival
- <u>Celebrity Silhouette</u> will overnight in Edinburgh, Scotland during the British Open Golf Tournament
- <u>Celebrity Equinox</u> will overnight in Cannes during the star-studded Cannes Film Festival
- *Celebrity Equinox* will present overnight stays in two destinations widely recognized for their vivacious nightlife: Ibiza, Spain and Mykonos, Greece
- Celebrity Millennium will overnight in Hong Kong during festive Chinese New Year celebrations

Along with newly added destinations and overnight stays, guests can indulge in the new "Suite Class" experience, which launches during April 2015. New luxury benefits include:

- A dedicated suites-only restaurant using world class ingredients, available morning, noon and night
- A VIP lounge, Michael's Club, for guests in Celebrity, Signature, Royal, Penthouse and Reflection suites
- Complimentary 'all in' benefits Premium beverages, dining at any specialty restaurant, unlimited internet access, private bar with water, sodas and beers all included for guests staying in Royal, Penthouse and Reflection suites

To make the booking experience as luxurious as the vacation itself, Celebrity has taken the concept of a printed travel planning brochure and transformed it into an experiential <u>tablet app</u>, using Adobe Digital Publishing Suite. From detailed ship layouts to interactive videos, this innovative technology offers an immersive experience while they plan their upcoming journeys.

Celebrating the launch of Celebrity's World Tour, each destination will open with an incredible offer. For the first time in Celebrity's history, guests can receive up to \$400 to spend onboard for every cruise or cruisetour that is four nights or longer (from the newly available sailings) and booked by April 30, 2014, excluding *Celebrity Xpedition* sailings. In addition, the offer can be combined with select future promotions. For more information, guests can visit <a href="mailto:celebritycruises.com">celebritycruises.com</a>, call 1-800-647-2251 or contact their travel agent.

Celebrity is also introducing a World Tour Sweepstakes. Guests have the chance to win incredible vacations, and the grand prize is a 14-night cruise for two in Asia. Contest entrants can also have a chance to receive instant-win prizes. Vacationers can visit <a href="mailto:celebritycruises.com/worldtoursweeps">celebritycruises.com/worldtoursweeps</a> for more details.

## **Opening dates for 2015-16**

Destination	Captain's Club exclusive 'Priority Access'	General public on-sale date
Galapagos Islands	Now open	Now open
Alaska	Now open	2/25/14
South America & Panama Canal	3/6/14	3/11/14
Europe	3/13/14	3/18/14
Caribbean	3/20/14	3/25/14
Asia, Australia and Hawaii	3/27/14	4/1/14
Bermuda and Canada	4/3/14	4/8/14

## **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 unmatchable experience for vacationers' precious time. Celebrity Cruises' 11 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit <a href="https://www.celebritycruises.com">www.celebritycruises.com</a>, or call your travel agent.