

ROYAL CARIBBEAN INTERNATIONAL CELEBRATES 50 MILLION GUESTS

New Delhi, August 15, 2013 – Royal Caribbean International recognizes an important milestone in its 45-year company history as it welcomed its 50 millionth guest onboard its fleet of 21 ships. The momentous occasion kicks off a year-long celebration honoring the cruise line’s guests, business partners, employees and crew.

Commenting on the occasion **Ratna Chadha- Chief Executive of TIRUN Travel Marketing- India Representative of Royal Caribbean Cruises Ltd.** said, “Royal Caribbean International has been successfully delivering the WOW experience and first-at sea innovations to our Indian guests for decades. With state-of-the-art amenities, ground-breaking innovations and outstanding services from professional & dedicated crew members, our guests experience unforgettable moments and are inspired to repeatedly sail onboard a Royal Caribbean cruise.” She further added, “On this remarkable occasion, we express our heartfelt gratitude to all our guests and partners, and invite them to relive those special moments and celebrate with us by sharing their personal Royal WOWS.”

Spreading across the globe like a New Year’s Eve-style party, each of Royal Caribbean’s ships will recognize the milestone with shipboard festivities. The onboard events will mark the start of a year-long campaign where consumers are encouraged to share their favorite WOW moments with Royal Caribbean over the years by posting photos, videos and memorable stories on Facebook, Twitter and Instagram with the hashtag #RoyalWOW.

Royal Caribbean’s exceptional Gold Anchor Service is one of the factors that has helped the cruise line achieve this significant milestone and why the line was recently ranked among the top cruise lines in a recently released cruise line satisfaction report. This and other recent accolades across the globe – including awards from *Conde Nast Traveler*, *Travel + Leisure*, *Travel Weekly* and the World Travel Awards – highlight Royal Caribbean’s commitment to providing unparalleled vacation experiences.

For further interesting updates, follow the official India representative of Royal Caribbean - TIRUN Travel Marketing, on Facebook at -[facebook.com/TIRUNTravelMarketing](https://www.facebook.com/TIRUNTravelMarketing) or on Twitter at @TirunTravel

For any further information on Royal Caribbean cruises, please contact TIRUN Travel Marketing at:

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About Royal Caribbean International.:

Royal Caribbean International is an award-winning global cruise brand with a 40-year legacy of innovation and introducing industry firsts never-before-seen at sea. The cruise line features an expansive and unmatched array of features and amenities found only on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Owned by Royal Caribbean Cruises Ltd. (NYSE/OSE: RCL), the cruise line sails 21 of the world's most innovative cruise ships to the most popular destinations in the Caribbean, Europe, Alaska, South America, the Far East, and Australia and New Zealand. World renowned for its friendly and engaging Gold Anchor Service, delivered by every staff and crew member, Royal Caribbean has been voted "Best Cruise Line Overall" for 10 consecutive years in the *Travel Weekly* Reader's Choice Awards.

About TIRUN Travel Marketing:

TIRUN Travel Marketing is the exclusive India Representative for Royal Caribbean Cruises Ltd. with a portfolio of 3 of its cruise brands, including Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises. A leading travel marketing company, TIRUN Travel Marketing has been representing Royal Caribbean Cruises Ltd. in the country since 1993 and continues to successfully undertake exclusive marketing and sales for the various brands while also providing operational support pan-India. Headquartered in New Delhi, the company has proprietary offices in Mumbai, Ahmedabad, Bangalore and Chennai as well as representative presence in Hyderabad and Kolkata.

Recognized as India's premier cruise counsellors, in 2013, TIRUN Travel Marketing celebrates 20 years of its partnership with Royal Caribbean Cruises Ltd. in India.