

Celebrity Cruises bags No.1 position in 2013 Travel + Leisure World's Best Awards

New Delhi, 11th July, 2013: Celebrity Cruises, *the hallmark of modern luxury*, has been ranked No.1 on the 2013 list of Top Mega-Ship Cruise Lines in the Travel + Leisure Magazine's 2013 "World's Best Awards" readers' survey. Continuing to build awareness and respect among up-market travellers, the award makes the cruise-line a first-time winner in this debut category.

Commenting on the achievement, **RatnaChadha, Chief Executive, TIRUN Travel Marketing-exclusive India representative of Royal Caribbean Cruises Ltd.** said, "TIRUN Travel Marketing is honored to be exclusively associated with such an esteemed cruise-line that is recognized by such discerning travelers as the readers of Travel+Leisure. With luxurious new suites, incredible spa amenities and global cruise dining options combined with its signature warm and attentive services onboard its ships, the cruise-line has resonated interest in the minds of the Indian travellers. As a result of this growing interest from the up-market and mature travellers as well as MICE initiatives, outbound cruise travel from India for Celebrity Cruises has seen a growth of 33% as compared to last year."

In addition to receiving consistently impressive scores from guest surveys, the cruise line has been recognized with some of the travel industry's most coveted accolades since its inception. Over the recent years, Celebrity Cruises have received magnificent recognitions across various segments like *No.1 Large-Ship Cruise Line; Best Premium Cruise Line; Top 5 Large Resort Ships for the 8th Year in a Row; Best Health & Wellness Program; Best Big-Ship Debut of the Year-Celebrity SilhouetteSM; Best Premium Cruise Line; Best Cruise Line Food* and many more honorable titles.

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 offer, all created to provide an unmatched experience for vacationers' precious time. With marvels like AquaClass® suites featuring stunning verandas and wondrous cantilevered glass bathrooms, enhanced AquaSpa® and culinary feats like Qsine®, Micheal's Club® and the Lawn Club Grill®, the cruise-line takes modern luxury to a whole new level. In addition to offering cruise vacations across all seven continents, this quintessence of modern luxury also presents immersive cruise tour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. With a fleet of 11 ships, Celebrity is one of the fastest-growing major cruise lines, and one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd.

Another noteworthy cruise brand from the Royal Caribbean Cruises Ltd. fleet to be awarded by The Travel + Leisure awards is **Azamara Club Cruises**, the destination immersive cruise line that pioneered longer stays and more overnight port stays on every voyage. Azamara was ranked No. 3 among Top Large Ship Cruise Lines in the Travel+Leisure 2013 "World's Best Awards" readers' survey. The cruise line has been recognized for a fifth straight year, not only for its exciting destinations and unique experiences around the world, but for its authentic

hospitality onboard its two intimate ships. The distinctive destination-immersive proposition combines unique and favorite destinations with authentic hospitality and offers longer and more overnight stays around the world. Over the years, Azamara has been ranked among the *World's Top 10 Cruise Lines* by Conde Nast Traveler: World's Best list and received awards from online cruise resource Cruise Critic and Travel Weekly magazine's annual Magellan Awards.

Azamara's uniquely features longer stays and more overnights in ports on each voyage to provide guests the opportunity to experience night touring in some of the most compelling destinations of Europe, Asia, South America, West Indies as well as Central and North America. On board its two intimate ships, which embody a sophisticated country club ambience, Azamara guests receive exceptional and personal service from every member of the crew whose aim is to anticipate guests every need. Guests also enjoy fine cuisine and boutique wines from around the world, as well as more inclusive amenities, such as included gratuities; complimentary bottled water, sodas, specialty coffee, and teas, as well as complimentary red and white boutique wines during lunch and dinner; complimentary self-service laundry; English Butler service for suite guests; and shuttle transportation to city centers in ports, where available.

The cruise line recently inaugurated its new industry-differentiating inclusive program AzAmazing Evenings - authentic, exclusive and bespoke night touring events that are inclusive for all guests aboard every Azamara voyage. Azamara's philosophy of destination immersion is reflected one-hundred percent in all of Azamara's voyages, which all feature late-night departures and overnight port stays at a destination.

For further information or to book your cruise holiday, please contact our cruise counselors at 011 4906 1000, email:cruise@tirun.com or log onto www.tirun.com

About Royal Caribbean Cruises Ltd

Royal Caribbean Cruises Ltd. (NYSE/OSE: RCL) is a global cruise vacation company that owns Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisières de France, as well as TUI Cruises through a 50 percent joint venture. Together, these six brands operate a combined total of 41 ships with four under construction. They operate diverse itineraries around the world that call on approximately 460 destinations on all seven continents.

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 counselors, in 2013, TIRUN Travel Marketing celebrates 20 years of its partnership with Royal Caribbean Cruises Ltd. in India.