



Get out there.®

THE MARK OF A WINNER ROYAL CARIBBEAN'S AWARDS

Royal Caribbean has compiled a number of awards from highly respected sources. A few of our most notable awards follow:

2007 Cheers Magazine
Best Alcohol Awareness Program

Travel Weekly – UK
Globe Awards - Best Cruise Company

Adrian Awards - HSMIAI

Yahoo! Big Chair Award
“Best of Show - Web Marketing” – www.FreedomoftheSeas.com
Platinum – Cruise-Website - www.FreedomoftheSeas.com
Platinum – Best Feature Placement Broadcast - “TODAY” show on *Freedom of the Seas*
Gold – Cruise-Website – www.FreedomoftheSeas.com
Gold – Best Feature Placement-Broadcast - “TODAY” show on *Freedom of the Seas*
Gold – Best New Ship Launch – Overall *Freedom* public relations program
Gold – Best Special Event – FlowRider event
Gold – Best Feature Placement-Consumer Newspaper – *USA Today* article
Gold – Best Feature Placement-Consumer Magazine – *TIME* magazine article
Gold – Best Newsletter – *Freedom of the Seas*’ video-on-demand newsletter (www.FreedomVODcast.com)
Bronze – Best Feature Placement - Trade Publication – *Travel Agent* cover story
Silver – Cruise - New Ship Launching
Silver – Cruise - E-mail series

Travel Age West Magazine

Cruise Line Receiving the Best Customer Feedback
Best Onboard Teen Program
Best Travel Agent Training Program
Best Cruise-Tour Program

Grand Travel Award – Sweden

Best Cruise Line 2007

Effie Awards

Freedom of the Seas – Integrated Campaign
Silver – Travel, Tourism & Destination – *Freedom of the Seas*

Travel Weekly – Canada

Agent’s Choice Awards

Celebrated Living Magazine

Best Large Ship Cruise Line – Readers Choice Platinum List

Condé Nast Traveler

7 Ships Included in Best Large Cruise Ships in the World List

ATLAS Awards – Association of Travel Marketing Executives

Innovation Award
Best Online Strategy

Contact Center World Awards

Gold – Best Outbound Campaign
Bronze – Best Contact Center Agent

Bulldog Reporter Awards

Silver – Travel, Hospitality & Destinations – *Freedom* is Everywhere Campaign

TTG Awards - UK

Best Mainstream Cruise Line
Best Trade Facing Website

Leading Edge Award – Executive Travel Mag.

Best Cruise Line

Agent@Home Magazine

Readers Choice Award – Best Cruise Line Overall

SABRE Awards

Travel and Tourism – Freedom of the Seas Campaign
Media Placement: Magazine – Certificate of Excellence – Freedom of the Seas Campaign
Intranet – Certificate of Excellence – Freedom of the Seas Campaign

Recommend

Best Large Ship
Best Travel Agent Support – Cruise Line

Porthole Magazine – Readers Choice Awards

Best Adventure Cruise Line
Best Onboard Shopping
Best Caribbean Itineraries

Travel Weekly – Readers Choice Awards

Best Cruise Line Overall
Best Cruise Line Caribbean
Rookie of the Year – Liberty of the Seas

Mucho Viaje – Spain

Best Cruise Line

2006 Travel Age West Magazine

Best Onboard Children's Program
Best Cruise Line Website Designed for Travel Agents
Best Overall Spa Facility – *Radiance of the Seas*

Condé Nast Traveler

11 Ships Included in Best Large Cruise Ships in the World List

Myrtle Beach Herald

Cruise Line of the Year

World Travel Awards

World's Leading Cruise Line
World's Leading Cruise Line Website

Public Relations Society of America
Silver Anvil – Multicultural Communications

Condé Nast Traveler UK
Favorite Large Cruise Line: Large Ships

Travelmole Web Awards
Best Cruise or Ferry Website

Travel Trade Gazette UK
Best Mainstream Cruise Line

Agent@Home Magazine
Readers Choice Award – Cruise Category

Recommend
Best Large Ship
Best Travel Agent Support – Cruise Line

Daily Cruise News
Helmsman's Award – Best Large Cruise Line
Helmsman's Award – Best Marketing Programs
Best Cruise Ship – *Freedom of the Seas*

Condé Nast Traveler
Reader's Travel Award – Favorite Large Cruise Line: Large Ships
Reader's Travel Award – Best Nightlife/Entertainment
Reader's Travel Award – Best Value for Money
Reader's Travel Award – Best Child-Friendliness

OMMA
Best Advertising/Promotion Web Site – Freedomoftheseas.com
Creative Breakthrough Award – Freedomoftheseasmedia.com
Web Award for Best of Industry – Freedomoftheseasmedia.com
MIXX Award – Super Rich Media Campaign – Freedom of the Seas Interactive Branding Campaign

N.I. Travel Trade Awards – UK & Ireland
Best Cruise Line

CIMTIG Advertising Awards – UK & Ireland
Gold Award - *Freedom of the Seas* website

Selling Cruising Awards – UK & Ireland
Best Mainstream / Contemporary Cruise Line
Most Innovative Cruise Program

Scottish Passenger Agent Awards (SPAA) – UK & Ireland
Best Mainstream Cruise Line

Grand Travel Award – Norway
Best Cruise Line 2006

Grand Travel Award – Sweden
Best Cruise Line 2006

Danish Travel Trade Awards – Denmark
Best Cruise Line 2006

"Schlummer Atlas" guide from German Busche Verlagbook – Germany

Ship of the year 2007 - Freedom of the Seas

Kuoni – Switzerland

Green Planet award - for outstanding environmental achievements presented to 6 Royal Caribbean International ships

HATTA (Greek ABTA) – Greece

Best Brochure

Celebrated Living Magazine

Best Large Ship Cruise Line – Readers Choice Platinum List

Incentive Magazine

Platinum Partner Award

American Express

Excellence in Partnership Award

Jurni/Nexion

Best Sales Tool for CruisingPower.com

Cruise Magazine – UK

Best New Ship – *Freedom of the Seas*

2005

Scientific American

Companies Making a Difference

Celebrated Living Magazine

Top Cruise Line – Readers Choice Platinum List

Canadian Travel Press

Agents' Choice Awards

Condé Nast UK

Favorite Large Cruise Line

Voyager Magazine

Best Cruise Line in the Med

Best Cruise Line in the Whole World

Recommend

Best Large Ship

Best Onboard Entertainment

Porthole Magazine – Readers Choice Awards

Most Eco-Friendly Cruise Line

Best Adventure Cruise Line

Best Onboard Shopping

Travel Weekly

Best Overall Cruise Line

Best Cruise Line: America

Best Cruise Line: Caribbean

Meeting Planners Magazine

Best Cruise Line

2004 Swedish Grand Travel Awards
Best Cruise Line

American Advertising Federation ADDY® awards
Silver--Sales Promotion
Silver--Direct Mail

Parents Magazine
Voyager of the Seas, voted Best Ship for First-Time Cruisers

Travel Weekly
Best Overall Cruise Line
Best Cruise Line: America
Best Cruise Line: Caribbean

Condé Nast Traveler
Best Large Ship Design for *Radiance of the Seas*
10 Ships Included in Best Large Cruise Ships in the World List

Australian National Travel Industry
Best Cruise Operator

Canadian Travel Press
Agents' Choice Awards

Swedish Maritime Administration
Environmental Life-Buoy Certificate for *Jewel of the Seas*

Celebrated Living Magazine
Top Cruise Line – Readers Choice Platinum List

Executive Travel Magazine
Best Cruise Line

Porthole Cruise Magazine – Readers Choice Awards
Best Computer Facilities
Best Eco-Friendly Cruise Line
Best Caribbean Itineraries

Florida Monthly Magazine
Best Cruise Line

American Culinary Federation
Achievement of Culinary Excellence

Meeting Planners Magazine
Best Cruise Line

Grand Travel Award Norway
Best Cruise Line

Grand Travel Award Sweden
Best Cruise Line

Danish Travel Award

Best Cruise Line

TTG UK

Best Fly Cruise

UK Guardian/Observer Newspaper

Best Cruise Line

Northern Ireland Travel and Tourism

Best Cruise Line

Real Simple Magazine

Top Cruise Line for Families with Teens

Top Cruise Line for Workout Fanatics and Adventurers

Irish Travel Trade News

Best Cruise Line

Family Travel Forum

Top 10 Getaways for Family Reunions

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