

OUR GUESTS



Enabling our guests to have the best possible vacation experiences drives everything that we do. We are dedicated to continuously innovating, raising the bar and providing personalized service across all touch points in the guest experience.

LISTENING AND RESPONDING TO GUEST FEEDBACK

Through targeted surveys and comment cards onboard our ships, we are able to keep our pulse on guest satisfaction. Using our guest satisfaction surveys results, we analyze each ship's performance to determine which ships exceed, meet, or fall short of our satisfaction targets. This enables us to identify best practices that can be incorporated across our fleet and also to implement corrective actions swiftly.

We pride ourselves on truly listening and adapting based on concerns raised by guests. Feedback from our guests is used to identify new services and procedures. Monitoring guest satisfaction will be critical as we continue to expand our operations and introduce unique, new guest experiences.

 **Royal Caribbean International**
Crown & Anchor Society®

 **Celebrity Cruises**
Captain's Club

 **Azamara Club Cruises**
Le Club Voyage

FOSTERING LOYALTY

Our loyalty programs reward guests with discounts, exclusive events and dedicated venues based on the number of cruise nights sailed with each of our brands. Royal Caribbean International's Crown & Anchor Society, Celebrity Cruises' Captain's Club and Azamara Club Cruises' Le Club Voyage highlight elements that differentiate our brands. These programs provide guests with friendly and personable service and exclusive access to amenities, activities and other benefits to make their cruise more memorable. Additionally, each individual program rewards guest loyalty across RCL's brands.

CREATING PERSONALIZED, INCLUSIVE VACATIONS

We recognize the diversity of our guest population and aim to create an inclusive environment for our guests through the development of programs and services that are tailored to specific needs that our guests may have.

We work diligently to accommodate our guests with disabilities and special needs including autism, cerebral palsy, Down syndrome and Alzheimer's disease across all touch points during their vacations. We provide boarding and departure assistance, early boarding and disembarkation options, assisted listening options, sign language interpreters and specially designed staterooms and social areas. We also tailor activities for children with disabilities and welcome service animals onboard.

INTEGRATING WELLNESS INTO THE GUEST EXPERIENCE

We enable guests with options to maintain healthy eating and exercise habits, reduce stress and enhance overall wellness as part of their vacation experience. We provide guests with a full-range of active-lifestyle activities onboard including a rock climbing wall, outdoor running and walking tracks, water aerobics, water volleyball, roller skating, dance classes and ice-skating rinks. Additionally, we provide fitness classes onboard including yoga, pilates and spinning.

Each Royal Caribbean International ship features a Vitality Spa & Fitness center with cardio equipment, fitness classes and spa services and provides healthier food options. We also provide a series of wellness activities aboard Celebrity Cruises ships as part of our Celebrity Life program. These include health acupuncture seminars as well as interactive trivia games and cooking demonstrations to encourage guests to make healthier choices onboard and in their daily lives. Celebrity Cruises ships also provide AquaClass accommodations that infuse guests' stateroom with aromatherapy and spa-like elements.

RESPECTING THE CULTURE AND HERITAGES OF DESTINATIONS

In the nearly 500 destinations across seven continents that our Company's ships visit, we strive to emphasize the importance of protecting and respecting each location's local culture and heritage. We promote respect for local culture and heritage through our Guest Conduct Policy and engagement to select sustainable shore excursion providers. We also educate guests on cultural and heritage considerations and develop excursions that foster a deeper respect of local culture and heritage across destinations – from Falmouth, Jamaica, where we offer a Walking Heritage tour to Bangkok, Thailand, where we offer an excursion to the UNESCO World Heritage Site of Ayutthaya.

In 2015, we continue to engage guests in tree planting in the Galapagos Islands to support the Scaevola reforestation effort, preserving an endemic tree that is under threat. Ongoing deforestation is causing ripple effects for other wildlife that live in and around these trees. The project is in collaboration with the Galápagos National Park.

ENGAGING GUESTS ON ENVIRONMENTAL STEWARDSHIP

Recognizing the growing interest from our guests to understand more about our stewardship efforts, we have developed an environmental education and awareness program for guests sailing on our Celebrity Cruises. We provide guests with presentations and on-board TV programming on our approach to environmental stewardship, and how they can do their part during their vacation.