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**Celebrity Cruises Reimagines World-Class Five Star Academy**

*Unique sensory training experience for valued Travel Partners*

**MIAMI – August 09, 2016** – [Celebrity Cruises](#) is revealing a new “Celebrity Five Star Academy” for travel partners all over the world, and its new design and content is inspired by the senses. Participants will be immersed in the tastes and smells, sights, sounds, and the touch and feel of the modern luxury brand. The revitalized Five Star Academy offers the tools to ensure travel partners have everything they need at their fingertips to showcase the **Celebrity Distinction**.

The new Celebrity Five Star Academy will take learning to a whole new level; agents can discover innovative content, which includes engaging and experiential video modules that bring the Celebrity product to life. Interactive features include the new “Find the Hidden X’s” brand pop-up’s, and the “Journey Beyond Five Star” - a series of elective courses covering subjects from presentation skills to social media marketing.

“We work incredibly close with our travel partners to deliver new and exciting tools that will educate, motivate and help them sell our brand,” said Dondra Ritzenhaler, Senior Vice President of Sales, Trade Support & Service. “The new Five Star Academy is part of our ongoing commitment to continually offer world-class service, offering real tools and real solutions to help our highly valued travel partners grow their business and to support them with the **Best Cruise Lines Sales and Service** in the industry.”

“To date, over 15,000 travel partners have become Five Star Academy Graduates, and with our newly revitalized educational program, we will significantly increase this number,” said Keith Lane, VP, Field Sales and National Accounts, North America. “We invite all travel partners to join our growing Five Star Academy family and for those who have already completed and graduated, they can now take a condensed re-certification course. We want all our partners to be experts in selling our modern luxury brand.”

To access the Five Star Academy, which will go live on August 15, 2016, log into [www.cruisingpower.com](http://www.cruisingpower.com), select the Training and Benefits tab > Training and Certification > Celebrity Cruises, then click on **Celebrity Five Star Academy**.

**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 unmatched experience for vacationers' precious time. Celebrity Cruises' 12 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruise tour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial [1-800-437-3111](tel:1-800-437-3111), visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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