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**And the Award Goes to... Celebrity Cruises Honors 2016's Top Travel Agency Partners
with Annual Awards**

MIAMI – Dec. 15, 2016 – [Celebrity Cruises](#) is today celebrating the achievements of its top travel partners with its 2016 annual awards, recognizing the best of the best in the travel industry.

"The superb travel partners that we work with on a daily basis are the backbone of our business," said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. "We're always developing new initiatives and programs to improve their business and strengthen our relationship, and sometimes the best way to do that is by simply saying 'thank you'."

"Our dedicated travel partners continuously help drive the success of our brand, so we are really honored to recognize all their hard work, incredible passion and commitment to Celebrity Cruises," said Dondra Ritzenthaler, Senior Vice President, Sales, Trade Support and Service, Celebrity Cruises. "Our travel partners' undeniable results are hands down one of the most rewarding parts of my job; we simply cannot say 'thank you' enough!"

Keith Lane, Vice President of Sales, Celebrity Cruises, added: "We work with so many amazing travel partners, and today we are awarding the very best and celebrating their success. Their passion for our business is exemplary and their support means a great deal to everyone at Celebrity. We are proud to continually offer our partners the Celebrity Commitment – real tools, real solutions, real people and better business."

Celebrity's 2016 award winners include:

- Chairman's Award: World Travel Holdings
- President's Award: Avoya Travel
- Field Sales Account of the Year: Travel Planners International
- Celebrity Cruises Rookie of the Year: Trendy Travel
- National Accounts Account of the Year: AAA
- North America Partner of the Year: Expedia and Expedia CruiseShipCenters
- Rising Star Account of the Year: Cruise-N-More
- National Online Account of the Year: Crucon Cruise Outlet
- Strategic Account of the Year: Online Vacation Center
- Home-Based Account of the Year: CruisePlanners
- Corporate Meetings and Incentives Account of the Year: 3D Destinations
- East Region Account of the Year: Direct Line Cruises
- Canada Account of the Year: CAA Quebec
- Central Region Account of the Year: AAA Club Alliance
- West Region Account of the Year: ALTOUR

- Inside Sales Account of the Year: Leisure Travel Enterprises
- West Region Strategic Market Account of the Year: Auto Club Enterprises
- East Region Strategic Market Account of the Year: Tourico
- Central Region Strategic Market Account of the Year: Crown Cruises
- Canada Region Strategic Market Account of the Year: Blowes Travel
- Future Cruise Account of the Year: Dream Vacations/Cruise One

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 incredible 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, visit www.celebritycruises.com, or call your travel agent.

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