

**Introducing *Celebrity Flora*: The Celebrity Revolution Continues**  
**with a New Ship Designed for the Galapagos Islands**

*Celebrity Flora* seamlessly combines modern luxury, sustainability and design, redefining the expedition travel experience



**MIAMI – Nov. 16, 2017** – Celebrity Cruises unveils another stunning revolution in ship design: [\*\*\*Celebrity Flora\*\*\*](#) is an elevated and inspired approach to marine exploration, meticulously designed expressly for the awe-inspiring Galapagos Islands.

One of the most energy-efficient ships of its size in the diverse archipelago<sup>1</sup>, the 100-guest *Celebrity Flora* will offer seamless sea-to-shore transportation, and includes anchorless technology that maintains the ship's position while protecting the sensitive sea floor. Innovative outward-facing design gives guests 360-degree views of the islands, while personal suite attendants, new dining venues, an open-air stargazing platform, and expert-led ecological seminars will round out the modern luxury vacation experience.

"*Celebrity Flora* marks another example of our revolutionary ship design by allowing the destination and its environment to influence every decision we've made," said Lisa Lutloff-Perlo, President and CEO, Celebrity Cruises. "From the luxurious all-suite accommodations to industry-first, eco-friendly innovations, we created a ship that brings a new level of luxury, sustainability and natural exploration to the region. Guests will feel as though they're boarding a high-end yacht for a week of unparalleled adventures, and they are!"

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<sup>1</sup> When compared to Celebrity's Xpedition Class

"We are very pleased with the announcement of Celebrity Cruises' decision to build a cruise vessel with cutting-edge technology, designed specifically to operate around our wonderful islands," said Enrique Ponce de León, Ecuador's Minister of Tourism. "*Celebrity Flora* will undoubtedly mark a very important milestone in the tourism development of Ecuador and the Galapagos Islands, offering high quality and sustainable tourism."

#### **Designed with the Destination in Mind:**

The natural beauty of the islands, the diversity and uniqueness of the species that it harbors earned this archipelago the reputation of being a living laboratory of evolutionary processes still in progress. The region made room for the development of a large number of flora and fauna that do not exist anywhere else in the world, making the Galapagos a very unique place of global importance for the common heritage of humanity.

Featuring Celebrity's signature outward-facing design, *Celebrity Flora* virtually erases boundaries and brings this typically remote destination closer to guests. Educational, research-based programming gives travelers an opportunity to continue learning about the wildlife-rich Galapagos Islands.

**The Marina** is the primary point of access to the ship and can accommodate up to three Zodiacs at once, reducing transport time to and from land and allowing more time for guests to explore the practically untouched islands. While onboard guests will unwind in the **Sunset Lounge**, find solace in **The Vista**, an open-air hideaway with 360-degree views, cocoon-style loungers and private cabanas, and enjoy the breathtaking surrounds in the floor-to-ceiling glass-wrapped **Observatory**.

**Darwin's Cove** and the **Naturalist Center** provide a bounty of information on the destination, wildlife and environmental efforts, while the **Discovery Lounge** will be home to Naturalist presentations and excursion information. Guests can participate in a guided astronomy tour or enjoy star-lit skies on their own from the **Stargazing Platform**.

Breakfast, lunch and dinner are served daily in the **Seaside Restaurant**. The **Ocean Grill** offers a casual dining space, panoramic views and Dinner Under the Stars, or guests can choose from an indulgent in-room dining experience.



#### **Sophisticated Accommodations, Attentive Service:**

*Celebrity Flora* transports travelers in all-suite accommodations featuring oversized bathrooms perfect for post-adventure refreshing. These modern retreats bring the outside in through Celebrity's signature

outward-facing layouts and heralded Infinite Verandas, and come complete with sustainable, natural, regionally inspired materials. Personal suite attendants cater to guests' every need.

*Celebrity Flora's* two **Penthouse Suites** are the largest in the Galapagos with separate indoor and outdoor living areas, customizable lighting and shades, and a telescope for stargazing or sea lion-peeping. Guests can also find relaxation in **Royal Suites, Ultimate Sky Suites with Infinite Veranda, Premium Sky Suites with Infinite Veranda** and **Sky Suites with Infinite Veranda**.

**Environmental Stewardship and Innovation:**

*Celebrity Flora* is one of the most energy-efficient ships in its class, with a 15 percent reduction of fuel consumption and equivalently fewer air emissions<sup>2</sup>, thanks to the introduction of an advanced propulsion system, hull configuration and specially designed diesel engines. Two more firsts in the Galapagos, *Celebrity Flora's* dynamic positioning system allows the ship to stay in position without physically anchoring and damaging the sea floor, with zero speed stabilizers promising smooth sailing throughout.

Celebrity will reduce the need for plastics onboard by introducing in-room water filtration stations and by converting sea water and air conditioning condensation into pure, fresh water. Any materials that can be recycled, reused or donated will be as part of a strict waste management system.

"I think this is a clear example of an intelligent investment, not only because the boat design was thought with the characteristics of the Galapagos, but because it is based on the best technology available to protect a Natural Heritage of Humanity," said Walter Bustos, Director of Galapagos National Park. "This proposal is a mix of experiences and education so that each visitor returns to their country with a different mindset, more committed to the conservation of the environment, which is one of the objectives of the Galapagos National Park "

**Experience the Evolution of Travel in the Galapagos:**

*Celebrity Flora* will sail from Baltra year-round, making her first sailing on May 26, 2019. Bookings are now open at [www.celebritycruises.com/galapagos/ships/celebrity-flora](http://www.celebritycruises.com/galapagos/ships/celebrity-flora) or through a travel agent, for the ship's alternating seven-night inner and outer loop itineraries.

**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 five 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](http://www.celebritycruises.com), or call your travel agent.

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<sup>2</sup> When compared to Celebrity's Xpedition Class