



## **CELEBRITY CRUISES BRINGS GUESTS ON ‘*JOURNEY WONDERFULL*’ EXPERIENCE IN THE BRAND’S NEW GLOBAL AD CAMPAIGN**

*Expands on tagline to showcase all the ways travelers can see the wonders of the world, while experiencing the wonder of Celebrity’s award-winning ships*

**MIAMI – October 27, 2022** – With its brand-new cruise ship, *Celebrity Beyond<sup>SM</sup>* and the rest of the brand’s innovative *Edge Series<sup>®</sup>* of ships as the star, Celebrity Cruises is introducing consumers to its unique relaxed luxury resort at sea offerings in its new global ad campaign.

Last year, the brand’s ad campaign posed the question ‘*isn’t it time?*,’ and invited viewers on a ‘Journey WonderFULL<sup>SM</sup>’, as a pandemic-weary world was slowly reintroducing themselves to travel and returning to seeing the world they missed immensely.

Building on that invitation, the brand’s new campaign brings to life the FULLness of the journey on a Celebrity cruise - one that promises to take viewers to places they’ve never been before, from new destinations around the world to new cruise ship design; and from unrivaled culinary experiences to unparalleled wellbeing at sea.

The campaign goes on to use powerFULL visuals that bring to life each of the experiences as a journey unto themselves:

- Watching the sun set over the ocean at the aptly named Sunset Bar designed by Nate Berkus is a **Journey BeautiFULL**;
- Yoga at sea on the ship’s resort deck becomes **Journey MindFULL**;
- A decadent meal crafted by Michelin-starred chef Daniel Boulud unfolds as **Journey FlavorFULL**;
- Exploring the rich culture of a new destination comes alive as **Journey ColorFULL**;
- The brand’s renowned service comes to life as **Journey ThoughtFULL**;

And, the collective experience becomes a **Journey WonderFULL**.

“Celebrity Cruises has always been a trailblazer and we are once again leading the industry and putting the guest at the center of the experiences we create. While the words in this campaign are powerful, what it really brings to life is the way we focus on our guests and create an experience that completely enriches the way they see the world,” said Lisa Lutoff-Perlo, Celebrity Cruises President and CEO. “And, what better way to see the best places in the world, than on the best places in the world, our Celebrity ships.”

“The fullness of the Celebrity cruise experience *is* the 8th wonder of the world. It’s a luxury hotel, it’s Michelin-quality dining, it’s a luxury spa retreat and at the same time, you’re discovering the cultures and histories of multiple countries in one voyage,” said Celebrity’s Chief Marketing Officer Michael Scheiner. “Celebrity Cruises goes beyond being another traditional cruise line - it’s truly a category of one leaving people full of wonder, memories and experiences like no other travel experience. That’s the connection we want to make through this new work.”



The new ad campaign is appearing now on all media channels, including connected TV, digital and social media, and comes at a time when people are beginning to think ahead to traveling more in the new year.

For more information or to book a Celebrity cruise, contact a trusted travel advisor; book online directly at [www.celebrity.com](http://www.celebrity.com); or contact Celebrity Cruises at 888-751-7804 or internationally at 316-554-5961.

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**Media Assets + Contact:**

[Brand Essence Video](#)

Email: [PR@Celebrity.com](mailto:PR@Celebrity.com)

**Editor's Note:**

Media can stay up to date on all Celebrity Cruises news, and download assets like official logos, images, and videos, across all ships and itineraries at [www.celebritycruisespresscenter.com](http://www.celebritycruisespresscenter.com).

**About Celebrity Cruises:**

Celebrity Cruises' iconic "X" is the mark of a fleet of 15 award-winning ships redefining luxury cruise travel with cool, contemporary design and accommodation; dining, spa, and entertainment experiences for modern tastes; and culturally rich and diverse destination experiences, all complemented by warm, personalized service. Celebrity has pioneered many industry firsts at sea, including: the first use of solar panels on a cruise ship; the first to eliminate use of plastic water bottles; the first American female Captain of a cruise ship; the first-ever all-female bridge and officer team sailing; the first West African woman to work on the bridge of a cruise ship; and one of the first legal same-sex weddings performed at sea. Driven by wanderlust and a passion for opening the world, Celebrity journeys to all seven continents, visiting nearly 300 destinations in more than 70 countries. Celebrity Cruises is one of five brands owned by the global cruise company Royal Caribbean Group. (NYSE: RCL).