

Celebrity Incentive, Meeting & Charter e-Newsletter



October 2007

From the Director

The launch of a new “Starring You” ad campaign, the addition of a sensational port to our Alaska itineraries, a great overview of the stylish new rooms on our Solstice Class of ships and the introduction of our new Solstice Sitelet highlight this month’s edition! Plus, we give you a new 2008–2011 planning calendar. Enjoy!

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Celebrity Infinity, 7-Night Alaska. Extended Hours for Hubbard Glacier AND a New Port Added

Starting in May of 2008 Celebrity Infinity will be sailing roundtrip from Seattle, Washington. We have prime Hubbard Glacier viewing (noon to 4pm) rather than 6am-9am when many competitive ships visit. And, we’ve added Sitka as a port-of-call. Below is some information on Sitka, Alaska.

- Sitka is one of the most pristine ports in Alaska, far less touristy than other ports of call
- Celebrity will be the only ship in Sitka on Sunday's

(compared to other ports where up to seven ships call on a given day)

- Sitka features some of the best salmon fishing in the world, considered by many better than Ketchikan
- Sitka is the site where the Alaskan Treaty was signed, transferring Alaska to the United States
- Sitka is known for it's Russian heritage, with an authentic Russian Orthodox church and great Russian crafts
- Sitka is home to the Bald Eagle Preserve, where guests can see the rehabilitation of injured bald eagles

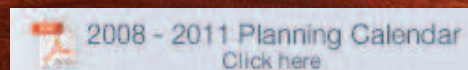
*Seattle, Washington • Sitka, Alaska
Hubbard Glacier (Cruising) • Juneau, Alaska
Ketchikan, Alaska • Victoria, British Columbia
Seattle, Washington*

Celebrity Cruises Launches New Ad Campaign: “Starring You”

Celebrity Cruises says, with style and sophistication, it strives to make every one of its guests feel famous for the duration of their cruise. This is a goal that is central to the line’s new TV, print and online advertising campaign, “Starring You.” “We’re extremely excited about ‘Starring You,’” said Celebrity’s Senior Vice President of Marketing Ellen Taaffe. “It powerfully delivers on our promise to deliver service with style to every guest who sails with us. While service has always been a Celebrity cornerstone, we filmed this campaign to distinctively convey the style and comfortable sophistication that accompany that service. And we think it very effectively illustrates how we place our guests at the center of everything we do.”



View or download our 2008–2011 Planning Calendar.



We created a stylish, sophisticated look for Celebrity that will help differentiate the brand and showcase the feeling of being relaxed, pampered, even celebrated...which is absolutely ideal for our Corporate Incentive, Meeting & Charter clients! [To see a sample of the new incentive/meeting ad, that will be appearing in "Incentive", "Corporate Meetings & Incentives" and "Successful Meetings", please click this paragraph.](#)

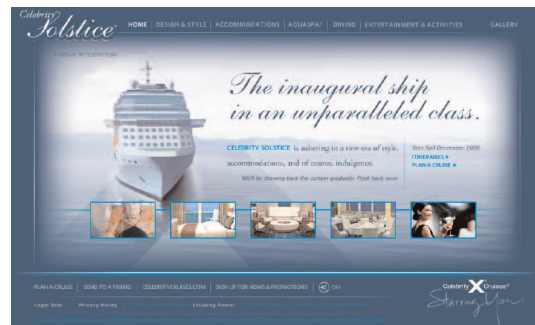
Celebrity Solstice Presents Larger, Stylish New Staterooms, Inspired By Female Intuition

Some things just need a woman's touch. To design a larger stateroom that is also intuitive and stylish on its extraordinary new ship, Celebrity Solstice, Celebrity Cruises has gone right to the source: ladies who cruise. "First, we decided to make the staterooms larger – an average of 15 percent larger, in our deluxe ocean view verandas – and then, we decided to make them better," said Richard Fain, Chairman and CEO of Celebrity's parent company, Royal Caribbean Cruises Ltd. "To do that, we enlisted the expertise, intuition and wish lists of five exceptional women." Celebrity engaged a panel of five boomer women, identified by the line as "Celebrity's Leading Ladies," specially selected for their distinct points of view – a frequent cruiser, a travel partner, travel writer, a hotelier and a cruise considerer. The women participated in an immersive, four month process led by Synectics, a world-renowned innovation consultancy firm, to make the staterooms onboard Celebrity Solstice among the most spacious and inviting at sea.

Key stateroom innovations include: Distinctive interlocking stateroom floor plan for better and more efficient space utilization, resulting in deluxe veranda staterooms that are 15 percent larger than comparable accommodations on the balance of the fleet. First-in-industry adjoining stateroom design with double set of doors, allowing guests to open up space for families or friends traveling together, or close doors for a more private environment. Verandas of adjoining staterooms also can be opened up to create a veranda spanning both rooms. More spacious bathrooms with glass showers equipped with a foot rail for easy leg shaving in every stateroom, and large fog-free mirrors, which are

being introduced in Celebrity's suites and new AquaClass staterooms. Individual reading lights at each nightstand, including a shelf for personal items such as reading glasses, books, etc. Expanded and "smarter" storage, including increased clearance beneath the bed for larger luggage, and storage units over the bed for personal items such as handbags, shopping bags, etc. Modular closets for varied clothing length and additional flexible storage areas. 32-inch flat-screen TVs in every stateroom, and larger flat-screen TVs featured in suites. Celebrity Solstice will be the line's first in a class of four 2,850-passenger vessels with an exceptional range of guest-inspired services and amenities. German shipbuilder Meyer Werft, who constructed the line's Century-class fleet – Celebrity Century, Celebrity Mercury, and Celebrity Galaxy – is building the 122,000-ton ship. [Please click this paragraph to see the full press release.](#)

Celebrity Solstice Sitelet



Celebrity Solstice will soon be here and she's going to be fantastic! Please open the link below to experience amazing visuals on this new ship including: Design & Style, Accommodations, AquaSpa, Dining, and Entertainment and Activities.

We are absolutely accepting proposals on these ships and the incentive/meeting groups going to contract are piling up. An incredible offering for your 7-night Caribbean incentive winners! [To connect to this incredible new sitelet, please click this paragraph.](#)