



INNOVATIVE MARITIME ARCHITECTURE AND ‘WOW’ GUEST EXPERIENCES ARE THE BRAND DNA OF ROYAL CARIBBEAN INTERNATIONAL

Miami – Back in 1970, *Song of Norway*, Royal Caribbean International’s first ship had a gym in an empty cabin that consisted of a rowing machine and a treadmill. Not many people used the gym, or made any effort to find it. Today, Royal Caribbean’s newest ships feature the largest fitness centers and spas at sea, overlooking the vast expanses of the oceans, ports and global destinations the cruise line visits. Pools that were once inside the ship and on the lowest level have evolved into entire water parks and poolscapes running the length of the uppermost decks and on some Royal Caribbean ships, guests can actually surf! Innovative maritime architecture that can deliver ‘WOW’ experiences for guests is a prime directive of the Royal Caribbean brand, and the cruise line’s newest ship, *Oasis of the Seas*, continues an evolution that is nothing short of revolutionary.

“The company culture at Royal Caribbean is about putting unlimited energy into design in order to make our ships as innovative and encompassing possible. Our ships offer a world of possibilities that the guest can cater to his or her, or their families needs,” said Richard Fain, Chairman & CEO, Royal Caribbean Cruises Ltd. “We do not set out to build the largest ships in the world; we set out to build the most amazing collection of experiences, amenities and activities at sea.”

In the early 1990’s, Royal Caribbean unveiled one of its signature elements on *Sovereign of the Seas*, the Viking Crown Lounge, which wrapped around the funnel of the ship and served as the ultimate “observation deck” for cruisers. This design allowed for sweeping views of the sea (and the occasional whale and dolphin sightings) providing an aesthetically pleasing look to the top decks of the Sovereign-class ships.

In 1999, Royal Caribbean unveiled the anxiously awaited 137,276 GRT *Voyager of the Seas*. Carrying 3,114 guests, she was the largest cruise ship in the world and delivered an experience that was once thought impossible on a ship – the immensely popular and now iconic rock-climbing wall, an indoor ice-skating rink, and in-line skating.

In 2006, the cruise line topped its own benchmarks by building, yet again, the largest and most innovative cruise ship in the world. *Freedom of the Seas* made her spectacular premiere with never-before-seen features including: the FlowRider surf simulator, H2O interactive water park, cantilevered whirlpools, and a boxing ring, thus living up to Royal Caribbean’s standard of envelope-pushing amenities.

(more)

In its latest evolution in cruise ship design, *Oasis of the Seas* now takes the stage as the ultimate expression of Royal Caribbean’s legacy of imagination and innovation. Once again, the global cruise line has introduced elements never before seen on a cruise ship, including the neighborhood concept – seven themed areas providing guests with the opportunity to seek out relevant experiences based on their personal style, preference or mood. Within these seven neighborhoods – Central Park, Boardwalk, the Royal Promenade, Pool & Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone – are extraordinary elements such as the first park at sea; a thrilling zip line that races diagonally nine-decks above an open-air atrium; an original handcrafted carousel; 28 multilevel urban-style loft suites boasting floor-to-ceiling windows; an amphitheater-style space that serves as a pool by day and a dazzling ocean front theater with professional aquatic acrobatic and synchronized swimming performances by night; and an array of epicurean innovations that allow for new culinary experiences each day of a guest’s cruise vacation.

“Royal Caribbean continues to evolve, enhance and perfect the cruise vacation experience. *Oasis of the Seas* is truly an architectural and nautical feat. It offers a new kind of cruise that is personalized with neighborhoods designed around common functions and themes that are sensational yet intimate in nature and provides an immersive ambiance for each guest,” stated Harri Kulovaara, Executive Vice President, Maritime Operations, Royal Caribbean Cruises Ltd. “This is truly the next step in cruise evolution.”

[*Oasis of the Seas*](#) is the largest and most revolutionary cruise ship in the world. An architectural marvel at sea, it spans 16 decks, encompasses 225,282 gross registered tons, carries 5,400 guests at double occupancy, and features 2,700 staterooms. *Oasis of the Seas* is the first ship to tout the cruise line’s new neighborhood concept of seven distinct themed areas, which includes Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. The ship sails weekly from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at www.OasisoftheSeas.com.

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.RoyalCaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go to www.CruisingPower.com or call (800) 327-2056.

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