

Royal Caribbean Group Celebrates Native Cultures, Local Communities and Its Trailblazing Ships in Alaska

Cruise company debuts new ships for 2024 sailing season; continues to invest in local businesses and celebrate the rich cultures of the Last Frontier

ANCHORAGE, Alaska, May 10, 2024 – Royal Caribbean Group (NYSE: RCL), a global vacation industry leader, opens the 2024 Alaska sailing season with the debut of two of its newest game-changing ships and an expanded community support program committed to fostering relationships with Alaska businesses, including new ways for guests to experience the Last Frontier’s unique local culture.

Beginning this weekend, Silversea’s *Silver Nova* and Celebrity Cruises’ *Celebrity Edge* will sail the region’s larger-than-life natural wonders through September 2024, visiting popular destinations such as Ketchikan, Juneau and the Endicott Arm.

In addition, Royal Caribbean Group is bringing to life its *SEA the Future* commitment to sustain the planet, energize communities and accelerate innovation through a new Salmon Walk experience in Ketchikan, as well as unique access to a variety of local products and retailers, and a continued partnership with Sitka Sound Science Center.

“This year is poised to be an exceptional cruising season in Alaska and it’s an honor for us to provide the best experiences for our guests while supporting vibrant local communities,” said Wendy Lindskoog, Regional Vice President, Alaska, Royal Caribbean Group. “With exciting new ships and local partnerships aimed at energizing the communities we visit, we remain committed to connecting our guests to the beauty and rich culture of Alaska, responsibly.”

Two New Ships in Alaska

Silver Nova and *Celebrity Edge* bring two of the Group’s newest class of ships to Alaska’s shores. Silversea’s *Silver Nova*, with its innovative, horizontal design and suites with 270-degree views, introduces an immersive and luxurious experience for Alaska guests. The 728-guest ship is the newest addition to the Silversea fleet and arrives in Alaska for the first time on May 11 in Ketchikan.

Celebrity Edge is the first ship in Celebrity Cruises’ award-winning *Edge Series*, renowned for its groundbreaking ship design. She offers travelers a truly captivating journey along the Alaska coast. With a cutting-edge outward-facing design, the ship connects guests with the sea and Alaska communities like never before. *Celebrity Edge* will make its debut in Alaska on May 13 in Juneau.

Returning to Alaska this season from Royal Caribbean Group’s fleet are: *Quantum of the Seas*, *Ovation of the Seas*, *Radiance of the Seas*, and *Brilliance of the Seas* from Royal Caribbean International; *Celebrity Summit* and *Celebrity Solstice* from Celebrity Cruises; and *Silver Shadow*, *Silver Muse*, and *Silver Wind* from Silversea, providing vacationers with a variety of experience and vacation duration options.

Royal Caribbean Group's Ongoing Commitment to the Community

Through collaborations with local cultural organizations and small businesses, Royal Caribbean Group is also offering vacationers an unmatched opportunity to immerse themselves in Alaska's authentic culture and supporting the community with unique resident programs, including:

- **Ketchikan Salmon Walk:** New this season, and in partnership with the Tongass Historical Museum, the Salmon Walk offers guests an opportunity to learn about salmon migration and their lifecycle in Ketchikan Creek. The nearly two-mile, self-guided walk winds through the town, engaging guests with placards featuring art by renowned local artists like Ray Troll, Nathan Jackson and Marvin Oliver.
- **Locally Sourced Products:** In partnership with local businesses, the Group procures local products for guests to enjoy onboard, including seafood from [Seafood Producers Cooperative](#) and Alaska Specialty Seafood, spirits from [Skagway Spirits](#), and more.
- **Locals Onboard:** Over the past three cruising seasons, the Group's partnership with Skagway-based [Voyij.com](#), the online marketplace where more than 250 Alaska small businesses, retailers and artists sell their crafts, has driven more than \$1 million in sales. In addition, Royal Caribbean International's "Locals Onboard" entertainment program with Voyij.com brings authentic and immersive experiences onto the brand's ships.
- **Sitka Sound Science Center's Scientists in the Schools (SIS):** The [SIS program](#) aims to foster a passion and appreciation for science and nature among Sitka's youth while creating a meaningful educational experience, incorporating classroom visits from scientists into the curriculum at each grade level in Sitka schools, creating a pipeline of scientific experiences during the entire academic career of Sitka's K-12 students. The program benefited 960 students from nine schools last year with the Group's support.

To learn more about how Royal Caribbean Group is energizing communities through its SEA the Future commitment, visit <https://www.royalcaribbeangroup.com/sustainability/>.

To learn more about all Royal Caribbean Group vacation options in Alaska go to [Royal Caribbean International](#), [Celebrity Cruises](#) and [Silversea](#).

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About Royal Caribbean Group

Royal Caribbean Group (NYSE: RCL) is one of the world's leading cruise companies with a global fleet of 65 ships traveling to 1,000 destinations. Royal Caribbean Group is the owner and operator of three award winning cruise brands: Royal Caribbean International, Celebrity Cruises, and Silversea Cruises and it is also a 50% owner of a joint venture that operates TUI Cruises and Hapag-Lloyd Cruises. Together, the brands have an additional 8 ships on order as of March 31, 2024. Learn more at www.royalcaribbeangroup.com or www.rclinvestor.com.