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# SILVERSEA UNVEILS NEW BRAND POSITIONING, HONORING GUESTS' ENDURING COMMITMENT 'TO FINDING MORE'

*'To Finding More' celebrates the joy of travel and appeals to the shared curiosity of Silversea's guests with emotion and authenticity*



**MIAMI – March 14, 2025** – Royal Caribbean Group (NYSE: RCL) Silversea, the leading experiential luxury and expedition travel brand, has unveiled its new brand positioning, *To Finding More*. Now live across the company's channels and platforms, the reimaged brand expression establishes new codes of luxury.

Prioritizing emotion and authenticity, *To Finding More* positions Silversea guests as the creators of their own stories. A new visual language and distinctive tone of voice speak to their innate curiosity and inspires exploration. Through vivid imagery, it captures genuine connections and unforgettable moments, creating stories travelers are drawn to and eager to experience.

"Beyond reflecting our new brand positioning, *To Finding More* embodies the joy of travel as a tribute to our guests, whose curiosity leads them to the farthest corners of the Earth," said Bert Hernandez, president, Silversea. "It is a celebration of the places that give us a new perspective and the people we meet who inspire that perspective. It embraces the spirit of immersive discovery, engaging travelers as they uncover hidden wonders with us — all in uncompromised comfort."

Silversea's new brand positioning reflects its guests' worldly curiosity, while uniting travelers through a shared mindset. Affectionately known as *Eternal Wanderers*, these discerning explorers seek cultural discovery, crave new adventures, and are dedicated to self-enrichment. *To Finding More* embodies Silversea's commitment to fulfilling these desires through its unparalleled global selection of immersive experiences, such as its groundbreaking S.A.L.T.



(Sea And Land Taste) culinary program, and its unmatched service excellence. Its two pioneering Nova-Class ships, *Silver Nova* and *Silver Ray*, and the development of the world's southernmost hotel, highlight Silversea's dedication to unlocking the best in exclusive travel, leadership in luxury expedition travel, and polar exploration.

"Guests choose Silversea for the unparalleled experiences that can't be found anywhere else, and our new brand positioning brings them even closer *To Finding More*," said Annette Diaz, interim chief marketing officer, Silversea. "Designed to inspire a sense of discovery, *To Finding More* will be seamlessly integrated across our channels, redefining luxury advertising. This new positioning marks a shift in what luxury travel can be — grounded in discovery, deeply connecting our brand and guests to the stories, cultures, experiences, and moments that only Silversea can offer."

Learn more about Silversea's new brand positioning, *To Finding More*:  
[www.silversea.com/lp-to-finding-more.html](http://www.silversea.com/lp-to-finding-more.html)

Media contact: [Press@silversea.com](mailto:Press@silversea.com)

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### **About Silversea**

Silversea is the leading experiential luxury and expedition travel brand, offering guests immersive experiences on all seven continents, personalized service, and an innovative culinary offering aboard its 12 intimate ocean and expedition ships. Silversea's itineraries encompass an unparalleled range of destinations worldwide, from the Mediterranean and the Caribbean to the Galápagos, both Polar Regions, and hundreds of fascinating places in between. Set to strengthen its destination leadership in late 2025, the brand is developing the southernmost hotel on Earth in Puerto Williams, Chile – offering guests a uniquely seamless journey to Antarctica. Silversea brings its likeminded guests closer to their destination in uncompromised comfort, championing the joy of travel, an enriching spirit of discovery, and an enduring commitment To Finding More<sup>SM</sup>.

Silversea is owned by global cruise company Royal Caribbean Group (NYSE: RCL). For more information, visit [www.silversea.com](http://www.silversea.com).

### **About Royal Caribbean Group**

Royal Caribbean Group (NYSE: RCL) is a vacation industry leader with a global fleet of 67 ships across its five brands traveling to all seven continents. With a mission to deliver the best vacations responsibly, Royal Caribbean Group serves millions of guests each year through its portfolio of best-in-class brands, including Royal Caribbean, Celebrity Cruises, and Silversea; and an expanding portfolio of land-based vacation experiences through Perfect Day at CocoCay and Royal Beach Club collection. The company also owns 50% of a joint venture that operates TUI Cruises and Hapag-Lloyd Cruises. With a rich history of innovating, Royal Caribbean Group continually delivers exciting new products and guest experiences that help shape the future of leisure travel. Learn more at [royalcaribbeangroup.com](http://royalcaribbeangroup.com) or [rclinvestor.com](http://rclinvestor.com).