Preferred Supplier

Royal Caribbean International

CONTACT INFORMATION	
Head Office Address	1080 Caribbean Way, Miami, FL 33132
Consumer Website	www.royalcaribbean.com
Royal Caribbean University	www.cruisingpower.com (visit Royal Caribbean Training Page)
Agent Website	www.cruisingpower.com www.loyaltoyoualways.com
Online Reservation	www.cruisingpower.com (Espresso)
ECSC Support Email	ECSCSupport@rccl.com
Reservation # ("StarDesk")	877-202-1530

COMMISSION STRUCTURE

As of 2017 all ECSC Franchise locations are set at 16% commission.

ABOUT THE SUPPLIER

For 50 years Royal Caribbean International has been known for driving innovation at sea and has continuously redefined cruise vacationing since its launch in 1969. Each successive class of ships is an architectural marvel and pushes the envelope of what is possible on a cruise ship. Onboard, the global cruise line has debuted countless industry "firsts" – such as, ice skating, surfing and sky diving at sea – to capture the imagination of families and adventurous vacationers alike. Throughout, guests sail on exciting itineraries to some of the world's most popular destinations and enjoy Royal Caribbean's friendly and engaging service.

TOP MAJOR SELLING POINTS

- The Royal Caribbean brand represents a quality product with a lot of energy
- Royal Caribbean ships are all about choices - Dining venues, Broadway Entertainment, Activities, Staterooms and more – which appeal to a wide audience. There really is something for everyone!
- Best in class hardware. Each class of ship has something unique and special to offer.
- Full of "First-Ever" amenities that your clients can't see anywhere else - , AquaTheater, Zip Line, FlowRider®, skydiving, ice skating, robot bartenders and more!
- A Royal Caribbean cruise vacation represents a great value for the money - With so much included, it's like getting 100 vacations in one!
- Royal Caribbean ships offer the ultimate family cruising experience – Multi-bedroom Suites, Adventure Ocean® Youth Program, Splashaway Bay℠ aqua park, Boardwalk®, and More!
- Gold Anchor Service - Our unique style of service will enhance every aspect of your cruise, no matter which ship you sail on.

DESTINATIONS

Worldwide, including two private destinations: Perfect Day at CocoCay® and Labadee®.

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KEY CUSTOMER DEMOGRAPHIC

Royal Caribbean appeals to couples and singles in their 30s to 50s as well as family vacationers. The median age is low-40s, slightly lower on three- and four-night cruises and slightly higher on longer cruises of 10 or more nights. Our guests have an appetite for new experiences and an interest in activities that take them out of the ordinary, connect them with other people and enable them to explore new places and learn about other cultures. They are keen travelers seeking a quality vacation at the best value, one that caters to an array of travel needs and preferences. About three-fourths of Royal Caribbean's guests have cruised before and more than a quarter have sailed with us previously – we enjoy one of the highest repeat passenger percentages in our market segment. Guests are almost evenly divided between men and women and about 75 percent are North American.

PRIMARY CONTACTS

Region	Title	Phone
Canada	Strategic Account Manager	1-800-327-2056
USA	Strategic Account Manager	1-800-327-2056

Sales and Support Directory

Sales Support link at bottom of page under **Contact Us** or see the following 4 pages	www.loyaltoyoualways.com/about

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SOUTHEAST			
Senior BDS	**Adrian Alvarez**	BDSSupport@rccl.com	1-800-327-2056 x37979

TERRITORIES	BUSINESS DEVELOPMENT		CONTACT NUMBER
	Support Specialist	Manager	
South Dade & Keys, FL	Kendall Suarez	Jennifer Greenfield JenniferGSupport@rccl.com	1-800-327-2056 x83600
Eastern, NC		Ginny Hall GinnyHallSupport@rccl.com	1-800-327-2056 x83632
Western, NC	Daniel Velez	Mechelle Connor MechelleSupport@rccl.com	1-800-327-2056 x83606
South Carolina		Brittany Hall BrittanyHSupport@rccl.com	1-800-327-2056 x83612
Naples & Sarasota, FL		Hong Ngo HongNSupport@rccl.com	1-800-327-2056 x83604
West, GA	Denise Bacerio	Robin Washington RobinWSupport@rccl.com	1-800-327-2056 x83618
North Broward, FL		Abby Cauff-Brown AbbySupport@rccl.com	1-800-327-2056 x83601
St. Petersburg, FL	Hanry Izalla	Amy Southgate AmySSupport@rccl.com	1-800-327-2056 x83603
South Broward, FL		Tony Bonanzinga TonyBSupport@rccl.com	1-800-327-2056 x83602
Kissimmee, FL	Lauren Mair	Joanne Cotterman JoanneCSupport@rccl.com	1-800-327-2056 x83610
Tampa, FL		Kirk Diebold KirkDSupport@rccl.com	1-800-327-2056 x83635

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West Palm Beach, FL East, VA & WV	Hazel Morera	Lorraine Madeo LoriMSupport@rccl.com Carole Konrad CaroleKSupport@rccl.com	1-800-327-2056 x83611 1-800-327-2056 x83634
Orlando, FL East, GA Alabama, Mississippi & Florida Panhandle	LaWanda Trapp	Kelly Sakryd KellySSupport@rccl.com Travis Evans TravisESupport@rccl.com Meredith Berger MeredithBSupport@rccl.com	1-800-327-2056 x83608 1-800-327-2056 x83622 1-800-327-2056 x83607
West Central, FL North Florida, FL	Monique Pingue	Fran Kelly FranKSupport@rccl.com Mel Figueroa MelFSupport@rccl.com	1-800-327-2056 x83627 1-800-327-2056 x83609

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NORTHEAST			
Senior BDS	**Javier Caraballo**	BDSSupport@rccl.com	1-800-327-2056 x35308

TERRITORIES	BUSINESS DEVELOPMENT		CONTACT NUMBER
	Support Specialist	Manager	
Puerto Rico	Amanda Morales	Mike Francis MikeFSupport@rccl.com	1-800-327-2056 x83614
Eastern Long Island, NY	Miliciades (Mil) Bendana	Ben McLoskey BenjaminMSupport@rccl.com	1-800-327-2056 x83639
Brooklyn & Western Long Island, NY		Michael Artz MichaelASupport@rccl.com	1-800-327-2056 x83623
New York, NY		Brian Calame BrianCSupport@rccl.com	1-800-327-2056 x83621
North, NJ	Thomas Cherry	Diego Velez DiegoVSupport@rccl.com	1-800-327-2056 x83625
Central, NJ		Marissa Crescenzi MarissaCSupport@rccl.com	1-800-327-2056 x83624
Rhode Island	Arci Gonzalez	Susan Dentino SusanDSupport@rccl.com	1-800-327-2056 x83619
Boston, MA		Mary Kate Baker MKSupport@rccl.com	1-800-327-2056 x83620

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South, NJ	Carlos Montoya	Danielle Fox DanielleFSupport@rccl.com	1-800-327-2056 x83613
Connecticut & Western, MA		Gail Goldberg GailGSupport@rccl.com	1-800-327-2056 x83677
Central, PA		Carlos Alcantara CarlosASupport@rccl.com	1-800-327-2056 x83676
West, MD & South, PA	Samara Saint-Surin	Kelley Winner KelleyWSupport@rccl.com	1-800-327-2056 x83629
Delaware & East, MD		Laura Schwerzler LauraSSupport@rccl.com	1-800-327-2056 x83633
Philadelphia, PA		Sulley Briscoe SulleyBSupport@rccl.com	1-800-327-2056 x83626
Upstate, NY	Jose Torres	Susan Prinzing SusanPSupport@rccl.com	1-800-327-2056 x83617
New Hampshire, Vermont & Maine		Melissa Ozkurt MelissaOSupport@rccl.com	1-800-327-2056 x83615

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CENTRAL			
Senior BDS	**Javier Caraballo**	BDSSupport@rccl.com	1-800-327-2056 x35308

TERRITORIES	BUSINESS DEVELOPMENT		CONTACT NUMBER
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Minnesota, North & South Dakota		John Winters JohnWSupport@rccl.com	1-800-327-2056 x83642
Tennessee & Kentucky		Travis Frew TFrewSupport@rccl.com	1-800-327-2056 x83648
North, IL	Diana Barrueto	Michael Di Maria MichaelDSupport@rccl.com	1-800-327-2056 x83641
Louisville, KY & Indiana		Monika Hopkins MonikaHSupport@rccl.com	1-800-327-2056 x83630
Louisiana & Arkansas		Lori Goynes LoriGoynesSupport@rccl.com	1-800-327-2056 x83675
Cleveland, OH	Lavesh Dhanani	Kathy Killen KathyKSupport@rccl.com	1-800-327-2056 x83636
Chicago, IL		Katy Cannizzaro KatyCSupport@rccl.com	1-800-327-2056 x83640

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Pittsburg, PA; West, WV; & Charleston, SC	Rubens Cadet	Charlie Kudla CharlieKSupport@rccl.com	1-800-327-2056 x83628
South & St. Louis, MO; South, IL		Lauren Bode LaurenBSupport@rccl.com	1-800-327-2056 x83664
Detroit, MI		Marianne Hessler MarianneHSupport@rccl.com	1-800-327-2056 x83647
Washington D.C.; North, VA; Northeast, WV	Thomas Leyva	Amy Bonheim AmyBSupport@rccl.com	1-800-327-2056 x83658
East, PA		Roxanne Steele RoxanneSSupport@rccl.com	1-800-327-2056 x83631
Ft. Worth, TX		Michelle Pharr MichellePSupport@rccl.com	1-800-327-2056 x83605
Wisconsin	Dan Iacobelli	Dwayne Buchanan DwayneBSupport@rccl.com	1-800-327-2056 x83652
North Houston, TX		Rusty Fletcher RustyFSupport@rccl.com	1-800-327-2056 x83689
South Houston, TX		Mark Stoneham MarkSSupport@rccl.com	1-800-327-2056 x83649

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North & Kansas City, MO; Iowa		Abraham Hughes AbeHSupport@rccl.com	1-800-327-2056 x83665
Dallas, TX	Elizabeth Del Campillo	Alexis Hubele AlexisHSupport@rccl.com	1-800-327-2056 x83645
Columbus, OH		Chris Donatelli ChrisDSupport@rccl.com	1-800-327-2056 x83637

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WEST			
Senior BDS	**Javier Caraballo**	BDSSupport@rccl.com	1-800-327-2056 x35308

TERRITORIES	BUSINESS DEVELOPMENT		CONTACT NUMBER
	Support Specialist	Manager	
California, Nevada & Utah	Ali Ozan	Ginny Tujague GinnyTSupport@rccl.com	1-800-327-2056 x83653
San Jose, CA & Las Vegas, NV		Rob Taylor RobTSupport@rccl.com	1-800-327-2056 x83659
Anaheim, CA	Emily Reyes	Katie Edwards KatieESupport@rccl.com	1-800-327-2056 x83656
Central, CA		Randy Raudt RandyRSupport@rccl.com	1-800-327-2056 x83654
Colorado & New Mexico		Charlie Thompson CharlieTSupport@rccl.com	1-800-327-2056 x83651
Washington	Chris Martinez	TBD SupportWest@rccl.com	1-800-327-2056 x83660
San Diego, CA		Vincent Trotter VincentTSupport@rccl.com	1-800-327-2056 x83657
Oregon, Idaho, Montana, Wyoming & Hawaii		Janice Martinez JaniceMSupport@rccl.com	1-800-327-2056 x83686

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Waco & Austin, TX		Jeannie Robertson JeannieRSupport@rccl.com	1-800-327-2056 x83644
Arizona	Harry Finkelstein	Robin Selleck RobinSSupport@rccl.com	1-800-327-2056 x83650
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CANADA			
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TERRITORIES	BUSINESS DEVELOPMENT		CONTACT NUMBER
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British Columbia	Harry Finkelstein	Colin Price ColinPSupport@rccl.com	1-800-327-2056 x83670
Ontario	Jayne Ravitch	Stephanie McDonald StephanieMSupport@rccl.com	1-800-327-2056 x83673
British Columbia		Shane Buksh ShaneBSupport@rccl.com	1-800-327-2056 x83674
Central Ontario & Atlantic Canada		Patricia Di Benedetto PatriciaDSupport@rccl.com	1-800-327-2056 x83687
Montreal & Quebec	TBD	Christopher Jeffrey-Racine ChristopherJSupport@rccl.com	1-800-327-2056 x83672
Toronto		Maria Gibson MariaGSupport@rccl.com	1-800-327-2056 x83671

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