



# Redefining

## **NEW BENEFITS, NEW EXPERIENCES, NEW SURPRISES.**

When it comes to delivering a more gratifying experience to our Crown & Anchor® guests, the question isn't why - it is Why Not? These exclusive new benefits will add to those you've enjoyed in the past. There has never been a better time to be a member of the Crown & Anchor Society - and there is much more to come!

### *Renew* **THE BENEFITS THAT MATTER MOST TO YOU**

As a member of the Crown & Anchor Society, we recognize the value of your repeat business and are excited to share enhanced benefits created just for you. We want to make cruising with Royal Caribbean even more spectacular - and this is just the beginning. We are committed to bringing you even more incredible benefits in the near future.

- **Onboard Booking Bonus**

As of June 1st, 2010, only Crown & Anchor Society members will enjoy the benefit of reserving their next cruise vacation onboard. The new and exclusive Onboard Booking Bonus gives you an onboard credit of up to \$200, and when you use it with either your Balcony & Suite Discount (Platinum, Diamond, or Diamond Plus only) or with a Crown & Anchor Society Savings Certificate (all tiers) for a discount off your next cruise vacation, you can save even more than before.

- **Priority Notification of Special Offers, latest promotions, new itineraries and last-minute offers via email.**

- **Additional Onboard Crown & Anchor Loyalty Staff Assistance**

We're adding an additional Loyalty Staff Member on each ship in order to provide you with even more service. Your Loyalty Staff member can help answer any questions you might have about your Crown & Anchor benefits. They can also help you book your future cruise to take advantage of our new **Onboard Booking Bonus**. Please check your Cruise Compass for opening hours and location onboard.

- **Enhancements to the onboard Ultimate Value Booklet**

In addition to many of your favorite offers, we've added new savings including discounts for beverages, internet, and photo.

### *Remember* **PREVIOUS BENEFITS WILL CONTINUE (See reverse side)\***

Our goal is to continue to recognize our most valued guests. Therefore, we will continue to look for ways to enhance your Crown & Anchor Society benefits. For full details on all your current and newly added benefits, please visit [www.RoyalCaribbean.com/crownandanchor](http://www.RoyalCaribbean.com/crownandanchor) or check with the onboard Loyalty Staff. Please check your Cruise Compass for opening hours and location onboard.

### *Reserve* **YOUR NEXT CRUISE VACATION WITH ROYAL CARIBBEAN INTERNATIONAL USING YOUR NEW ONBOARD BOOKING BONUS\***



*See reverse side for benefits.*



# CROWN AND ANCHOR® SOCIETY BENEFITS



ONBOARD BENEFITS		<i>*New or enhanced benefits</i>			
* <b>Exclusive Onboard Booking Bonus</b> - \$25 to \$200 that can be used in conjunction with Member Saving Certificates OR the Balcony and Suite discount (only for Platinum and above)		•	•	•	•
* <b>Onboard Ultimate Value Booklet</b> with great offers for spa, internet, casino, shopping and more		•	•	•	•
Invitation to the Welcome Back Party on cruise vacations 7 nights or longer		•	•	•	•
SeaPass® Card recognition		•	•	•	•
Private departure lounge with continental breakfast available for the entire family			•	•	•
Priority check-in (subject to availability)			•	•	•
Platinum, Diamond and Diamond Plus Event			•	•	•
Robes for use onboard (subject to availability)			•	•	•
Signature lapel pin for reaching new tier status			•	•	•
Priority wait list for shore excursions/spa services available for entire family				•	•
Amenity delivered to your stateroom				•	•
Diamond Lounge on Freedom-Class ships and Oasis-Class Ships				•	•
Priority departure from ship on debarkation day				•	•
Exclusive nightly Diamond and Diamond Plus Event hosted on ships without a Diamond Lounge				•	•
Daily breakfast with specialty coffee and a dedicated member of our staff to provide assistance with onboard activities and service				•	•
* Recognition for reaching new tier levels and milestones				•	•
* Behind-the-scenes entertainment tour on cruise vacations of 5 nights or longer				•	•
Behind-the-scenes tours on cruise vacations of 5 nights or longer					•
* Priority seating for ice shows and theater events					•
Personalized amenity delivered to your stateroom or dining room					•
Concierge Lounge access					•
CRUISE PLANNING BENEFITS		<i>*New or enhanced benefits</i>			
Quarterly saving certificates online		•	•	•	•
* <b>New advance notice on all cruise special offers</b> ranging from upcoming sailings to new deployment and itineraries		•	•	•	•
Receive matching Captain's Club member recognition when you sail our sister line, Celebrity Cruises®			•	•	•
Complimentary custom air fee (ChoiceAir <sup>SM</sup> not included)			•	•	•
Discounts on balcony and suite staterooms			•	•	•
Priority waitlist seating request in the main dining room				•	•
* <b>Complimentary space available stateroom upgrades</b> on cruise vacations of 5 nights or longer				•	•
Preferred location and table size seating request in the main dining room					•
Access to favorite Captain's or Cruise Directors' sailing schedule					•
Exclusive access to call center Loyalty Staff Members					•
Membership card, luggage tags and lapel pin when you reach Diamond Plus status					•
ADDITIONAL BENEFITS					
Extra Cruise Credits when you purchase and sail in a suite (categories RL, RS, PS, SL, A1, A2, A3, CL, OS, FS, GS, JS)		•	•	•	•
Extra cruise credit when you sail on a 12-night or longer cruise/Cruisetour		•	•	•	•
Member Cruises (upcoming <i>Jewel of the Seas</i> ® 7-night Canada/New England Cruise, 10/9/2010)		•	•	•	•
Crown & Anchor® Society Desk for membership inquiries		•	•	•	•
Member-only section on our website		•	•	•	•

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\*Number of cruise credits