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FOR IMMEDIATE RELEASE

FREEDOM OF THE SEAS IS COMING TO BARBADOS

Bridgetown, Barbados – Just recently, Freedom of the Seas dropped its anchor for the first time at the Port of Bridgetown.

This class fleet is under the brand of Royal Caribbean Cruises and will be the second ship to dock in Barbados; along with Adventure of the Seas which calls during the Winter season. This island will be welcoming the vessel bi-weekly out of San Juan on Thursdays.

Freedom of the Seas first set its sails back in 2006 and has replaced the vessel Jewel of the Seas as that vessel is currently on dry dock. The ship currently operates with a capacity of 4,500 pax and 1,360 crew members.

This service will increase Barbados' accessibility to the Central and South American market, a region that has significant growth potential for the destination. For the first two months of 2018, cruise calls were recorded at 62; welcoming over 78,000 cruise passengers to the island. The

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introduction of this additional cruise vessel is predicted to positively impact those numbers and translate into opportunities for local hoteliers, restaurateurs, craftsmen and other industry partners.

Cheryl Franklin, Director of Cruise, Barbados Tourism Marketing Inc. (BTMI) mentioned, “We are delighted to welcome Freedom of the Seas to our shores- the Freedom is part of a larger class of vessel that will be docking on island. This vessel can potentially bring over 1,300 additional visitors per bi weekly call and increases our opportunity to provide even more cruise guests with our uniquely diverse on shore experiences, simultaneously increasing average visitor spend.”

Moreover, our commitment to exceeding the expectations of every cruise visitor through the provision of wide ranging shore side experiences will help to ensure that we grow demand for Barbados as a repeat, long stay destination.

Our partnership with Royal Caribbean Cruise Lines is an exceedingly close one and we look forward to our continued collaboration as we implement complementary consumer and market driven strategies to stimulate and sustain our collective growth.

Jewel of the Seas and Serenade of the Seas will then return to join Freedom and dock in Barbados in November 2018.

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About Barbados

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Wine and Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S., making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit www.visitbarbados.org, follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.