



MEDIA CONTACTS: Tracy Quan (305) 539-6577  
[tquan@rccl.com](mailto:tquan@rccl.com)

Harrison Liu (305) 982-2363  
[hliu@rccl.com](mailto:hliu@rccl.com)

## **AZAMARA CLUB CRUISES ENGAGES GUESTS AND FANS THROUGH FACEBOOK, TWITTER AND YOUTUBE**

**MIAMI, October 21, 2010** – Azamara Club Cruises is delivering its signature experience of unique voyages, destination immersion, extraordinary service, fine cuisine and boutique wine, and wellness and vitality directly into the palms and desktops of up-market travelers. Azamara has re-launched its Facebook page and established a Twitter alerts and YouTube channel, all designed to engage guests and fans with the latest cruise line events and offerings and experience the Azamara product, even when they are not aboard an Azamara voyage.

“By establishing our online presence in various social media communities, we are taking our distinctive experience to our fans and advocates, on board and on shore,” said Edie Bornstein, vice president of Marketing, Azamara Club Cruises. “We are excited to engage up-market travelers, wherever they are, through these new initiatives.”

Azamara Club Cruises’ social media initiatives will deliver the latest news, deals and information about the cruise line, as well as establish a forum for guests, past and present, and like-minded world travelers to share and discuss their experiences. Azamara fans can “Like” the cruise line’s official Facebook page at <http://www.facebook.com/AzamaraClubCruises>; “follow” exciting Azamara news, intriguing destinations tips and trivia, and exclusive values and offers on voyages to ports around the world via Twitter at @AzamaraVoyages; view and share videos and photos on Azamara’s YouTube channel at <http://www.YouTube.com/AzamaraVoyages>, and the cruise line’s Flickr page at <http://www.Flickr.com/AzamaraVoyages>.

Links to Azamara’s new Facebook, Twitter and YouTube channel also are available on the cruise line’s new microsite, <http://www.AzamaraDestinationImmersion.com>, which will launch at the end of the month. The microsite will feature an insightful blog by Chief Blogging Officer Bill Leiber, as well as destination videos and photos, expert travel advice, and news from *Azamara Journey* and *Azamara Quest* as they traverse the globe.

Azamara Club Cruises is a destination-immersive cruise line for up-market travelers who want to not only see the places and cultures they visit, but to live them. Azamara's two intimate, 694-guest ships, *Azamara Journey* and *Azamara Quest*, with a combination of 347 suites and staterooms, offer a European-boutique hotel ambience with extraordinary service, fine cuisine and wines from around the world, and wellness and vitality programs, all while sailing to a host of destinations larger ships cannot reach. Azamara Club Cruises sails European destinations, including the Baltic and Scandinavia, British Isles, Western Europe, French and Italian Rivièras, Greek Isles, Croatia, Holy Land and Black Sea, as well as Asia, South America and lesser-traveled islands of the West Indies, with more overnight and late-night stays in every region. Travelers also can choose even more immersive experiences with Azamara cruisetours in eight of the world's most exciting destinations, including Rome, Athens, Buenos Aires, Cairo, Istanbul, Jordan and Israel, India, and China. For more information, travelers can call their travel professional, dial 1-877-999-9553, or visit the Azamara Club Cruises microsite at [www.AzamaraDestinationImmersion.com](http://www.AzamaraDestinationImmersion.com). Travel agent professionals can also access more information and make reservations at [www.CruisingPower.com](http://www.CruisingPower.com).

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