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AZAMARA CLUB CRUISES LAUNCHES WORLD ACADEMY FOR TRAVEL PROFESSIONALS

The Cruise Line Known for Destination Immersion to Immerse Travel Partners in New Educational Tools and Opportunity to Earn a Free Voyage

MIAMI, July 31, 2012 – Azamara Club Cruises today announces the Azamara World Academy for its valued travel partners. The four-course professional development program will immerse participants in the Azamara Club Cruises brand and educate travel partners on how to effectively use existing travel professional tools, such as CruisingPower.com and CruiseMatch for a chance to elevate their level of service and business potential. Graduates excelling, and putting their learnings to the test, have a unique opportunity to earn a free voyage upon booking three Azamara voyages within 90 days and record their bookings on www.AzamaraWorldAcademy.com.

“The Azamara World Academy is the ultimate tool for our valued travel professional community, who are an extension of Azamara as a cruise brand and often the first interaction our guests have with us,” said Edie Bornstein, senior vice president of Marketing & Sales for Azamara Club Cruises. “Through this four-course program we immerse our valued travel partners in our brand and educate them on the tools at their disposal, to not only sell our voyages, but to grow and maximize their business potential.”

Each of the four courses focuses on a new selling strategy or tool to help travel professionals continue to grow their business. The first covers Azamara Club Cruises as a brand, following by a Destination Overview to highlight the variety of ports and destinations where Azamara features late-night and overnight stays. The third module highlights CruisingPower.com – the online portal specially designed for travel professionals selling Azamara Club Cruises, Celebrity Cruises and Royal Caribbean International brands, CruiseMatch – the powerful and intuitive booking engine, and the untapped potential that may be found in both of these tools. The final focuses on understand the all-important policies and terms and conditions.

The full program can be completed at leisure and takes approximately four hours to complete. Once completed, enthused travel professionals booking three Azamara voyages within 90 days of completion will earn their own complimentary voyage.

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At the end of each course participants will be awarded one of four certificates in recognition of their accomplishments – Bronze, Silver, Gold or Platinum. And upon the completion of the full program the graduate will receive a beautiful commemorative pin to wear on their collar or lapel in recognition of their achievement.

To learn more about Azamara World Academy or to register for the courses, please visit www.AzamaraWorldAcademy.com.

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 Rivas, 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 cruises 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 Azamara Club Cruises at www.AzamaraClubCruises.com. Travel professionals also can access more information and make reservations at www.CruisingPower.com.

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