



## Princess Cruises to Activate Three Additional Princess MedallionClass Ships in 2019

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*With the addition of Crown Princess and Sky Princess all Princess ships sailing the Caribbean this fall will be MedallionClass ships*

*Royal Princess will be the first MedallionClass ship on the West Coast sailing in Alaska and Mexico*

**SANTA CLARITA, Calif. (Jan. 22, 2019)** – Princess Cruises announced today the expansion of its [Princess MedallionClass](#)™ experience to three additional ships – Royal Princess, Crown Princess and Sky Princess – building on the enhanced and personalized cruise vacations guests are currently enjoying on its Caribbean Princess ship sailing the Caribbean, and with Regal Princess starting February 17, 2019. The OceanMedallion™, included complimentary, is a wearable device that elevates the guest experience by delivering an enhanced level of personalization and innovative services resulting in high guest satisfaction scores.

With the Princess MedallionClass experience coming to Crown Princess in July and Sky Princess in October, all guests sailing with the brand in the Caribbean will be able to enjoy an enhanced vacation through simplified, personalized and engaging experiences by the end of 2019. The addition of Royal Princess will also be the first time a Princess MedallionClass ship will be sailing in Alaska.

"Guests are finding their vacations enhanced with Princess MedallionClass on Caribbean Princess as a new and memorable experience, and we're ready to offer these experiences and personalized services to even more of our guests, including everyone who sails with us in the Caribbean in the fall and winter," said Jan Swartz, president of Princess Cruises. "Starting in April, we will continue the expansion to a total of five Princess MedallionClass ships expected this year, as we continue on our path to fleet-wide activation. And we look forward to bringing the experience to new groups for the first time, such as those sailing to visit exciting destinations in Alaska and Mexico."

Considered a breakthrough in the vacation industry and recently honored with a CES® [2019 Innovation Award](#), the OceanMedallion features leading-edge technology that delivers personalized service through enhanced guest-crew interactions, eliminates friction points and enables interactive entertainment.

Princess MedallionClass vacations offer guests a portfolio of experiences specifically designed to enhance their cruise vacation, including:

- **From curbside to poolside in a breeze** - guests who arrive at the terminal with travel documents (i.e. passports) uploaded to their profile have a personalized check-in process that starts their vacation with ease. Personalization starts pre-cruise by guests becoming **OceanReady**™ while at home.
- **The best Wi-Fi at sea: MedallionNet**™ is fast, reliable, affordable and unlimited. MedallionNet provides land-like speeds that allow guests to stay connected from anywhere on the ship including staterooms which are each equipped with a Wi-Fi access point. With MedallionNet guests easily share vacation experiences with friends and family back home, stream TV shows, movies and sports events, and even make voice and video calls.
- **On demand beverage delivery**: Using smart devices, guests have the ability to order drinks using **OceanNow**™ and have them delivered directly to them throughout the ship and even in their stateroom.

Other innovative features of the Princess MedallionClass experience include:

- **Hands-Free Keyless Stateroom Entry**: Access to staterooms is a seamless experience where each guest is securely validated as the door automatically unlocks. Personalized greetings including loyalty level recognition welcome the guest on their door portal.
- **OceanCompass**™: Available on guests' smart devices and portals throughout the ships, OceanCompass leverages the OceanMedallion to enable point-to-point wayfinding throughout the ship. OceanCompass guides guests throughout their journey, providing directional information so they can seamlessly navigate to their next point of interest, as well as easily locate and chat with friends and family on board using ShipMates.
- **JourneyView**™: Available now on ship portals and coming soon to smart devices, this interactive timeline lets guests scroll through all of the events available on board during their voyage. Functionality will also soon give guests the ability to bookmark and add activities that appeal most to them to their own personalized itinerary.
- **MedallionPay**™: An easy to use payment feature, enabling crew members to focus on meaningful guest interactions.
- **OceanCasino**™: On smart devices and select portals, guests can wager real money on games, including slots, poker, bingo, roulette, keno and lottery from anywhere on board.
- **PlayOcean**™: On portals located shipwide and using smart devices, PlayOcean offers guests a new level of fun with interactive games, a digital scavenger hunt, customizable avatars, and more. PlayOcean also transforms

guests' mobile devices into game controllers for interactive gaming on the massive Movies Under the Stars screen.

- **OceanView™**: Guests can stream more than 100 hours of award-winning Ocean Original travel shows to their smart device anywhere on the ship at no cost – content which airs nationally on weekends on ABC and NBC. OceanView is also available on stateroom TVs as well as on Roku, Amazon Prime and Apple TV.

Now is the perfect time to book a Princess MedallionClass vacation to the Caribbean or Alaska during the All Aboard Sale that is available through February 28. For more information visit [Princess.com](http://Princess.com), call 1-800-PRINCESS (774-6237) or contact your professional travel advisor.

Princess MedallionClass activates a travel industry first by utilizing an Experience Internet of Things™ (xIoT™) platform with a guest-centric approach to help maximize a cruise vacation in real-time based on guests' choices and preferences. The result delivers enhanced personalization on a large scale across every aspect of a cruise vacation.

The OceanMedallion was first unveiled by Carnival Corporation CEO Arnold Donald at CES 2017 and was a key factor in Fast Company recognizing the corporation with two Innovation and Design Awards that same year.

### **About Princess Cruises**

One of the best-known names in cruising, Princess Cruises is a global premium cruise line and tour company operating a fleet of 17 modern cruise ships, carrying two million guests each year to 380 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England and World Cruises. A team of professional destination experts has created more than 150 award-winning itineraries, ranging in length from three to 111 days and Princess Cruises has been continuously recognized as "Best Cruise Line for Itineraries."

Princess Cruises continues its multi-year, "Come Back New Promise" – a \$450 million-dollar product innovation and cruise ship renovation campaign that will continue to enhance the line's onboard guest experience. These enhancements result in more moments of awe, lifetime memories and meaningful stories for guests to share from their cruise vacation. The product innovations include partnerships with award-winning Chef Curtis Stone; engaging entertainment inspired shows with Broadway-legend Stephen Schwartz; immersive activities for the whole family from Discovery and Animal Planet that include exclusive shore excursions to onboard activities; the ultimate sleep at sea with the award-winning Princess Luxury Bed and much more.

Three new Royal-class ships are currently on order with the next new ship, Sky Princess, under construction scheduled for delivery in October 2019 and Enchanted Princess in 2020. Princess recently announced that two new (LNG) ships which will be the largest ships in the Princess fleet, accommodating approximately 4,300 guests with expected delivery in 2023 and 2025. Princess now has five ships arriving over the next six years between 2019 & 2025. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

### **Newsroom:**

Additional media information is available at [princess.com/news](http://princess.com/news).

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