

PERFECT DAY AT COCOCA Y

PR RESULTS - AUGUST 2019



ADVENTURE A NEW WAY WITH PERFECT DAY AT COCOCAY

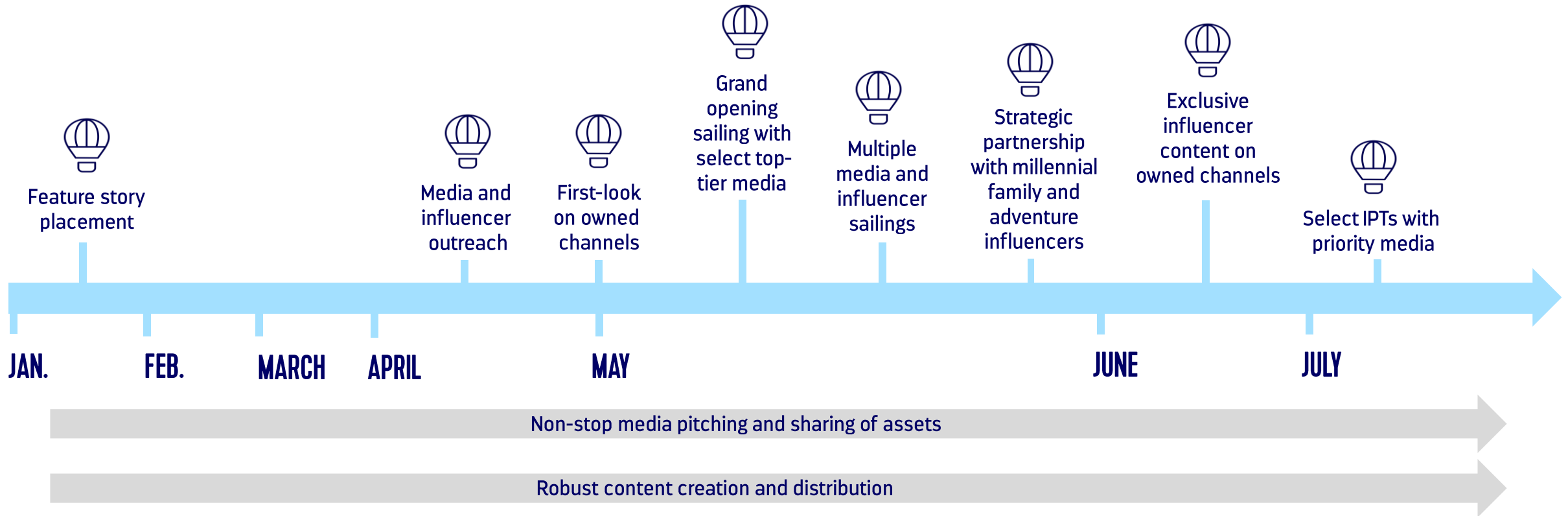
THE PR CHALLENGE

Garner mass awareness for Perfect Day at CocoCay through a high volume of earned media stories



HOW WE DID IT

Through a multifaceted earned media approach, we gave influential voices across family, new-to-cruise and industry verticals unprecedented access to Perfect Day at CocoCay in The Bahamas.



RESULTS AT-A-GLANCE

Perfect Day at CocoCay captured the attention of seekers and seeker families across the country, inspiring vacation goals for the summer and beyond

BY THE NUMBERS

2019

April To Date



MEDIA PLACEMENTS: 976



MEDIA POTENTIAL IMPRESSIONS: 1.1B+

Reflects global online, print and broadcast coverage
Source: Cision



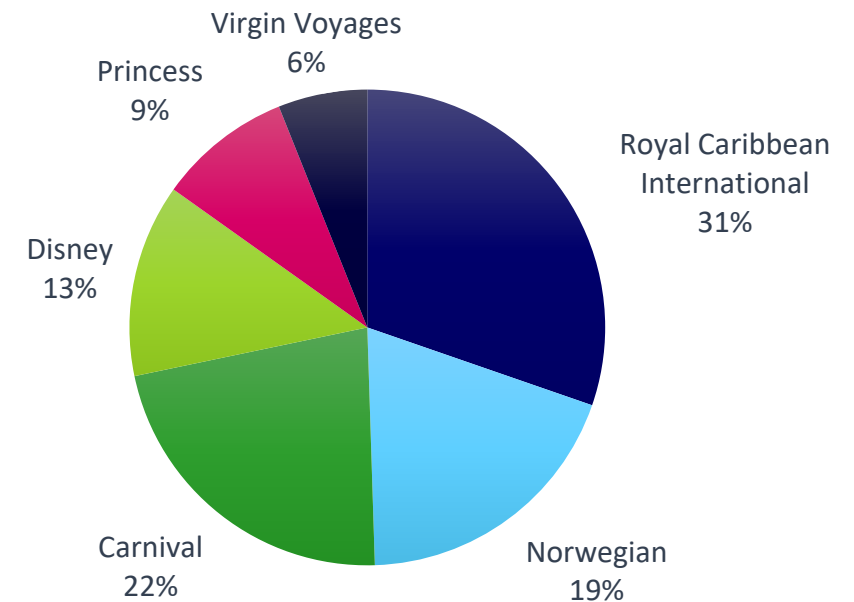
SOCIAL PLACEMENTS : 727



SOCIAL POTENTIAL IMPRESSIONS: 295M+

Reflects U.S. Facebook, Instagram and Twitter coverage
Source: Weber Shandwick

SHARE OF VOICE

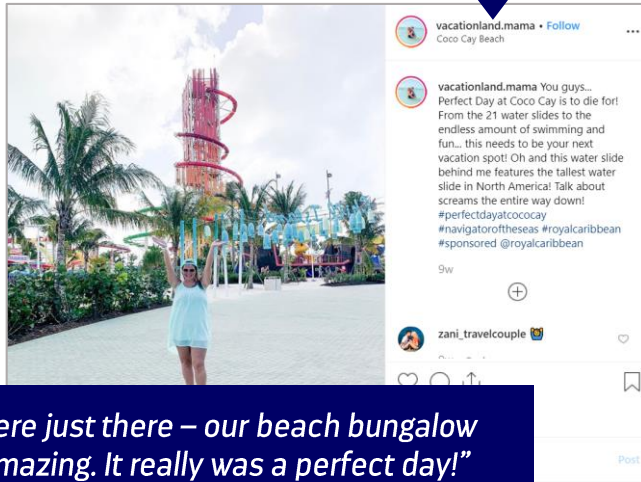


Reflects all brand coverage
Source: Cision

Data Range: 4/1-7/31

CONSUMER RAVES

"I literally would have the best day ever! My hubby and kids would love those slides!"



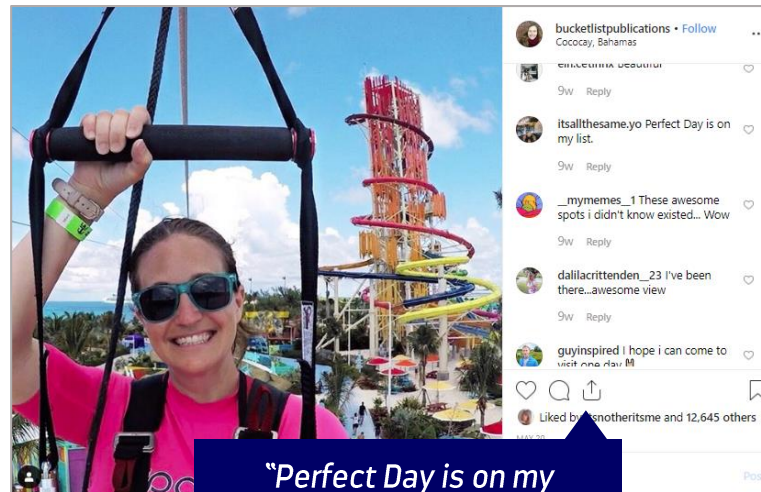
"We're going there soon, and we can't wait to see it."



"We just returned from a #royalcaribbean cruise on #harmonyoftheseas and visited Perfect Day! It was GORGEOUS!!!"



"We were just there – our beach bungalow was amazing. It really was a perfect day!"



"Perfect Day is on my bucket list."

"My family enjoyed our time at Perfect Day at CocoCay. We keep talking about it and would LOVE to go back."





**COVERAGE THAT
THRILLED & CHILLED**

12.99% Stories | *The Highest Vantage Point in The Bahamas*

STANDOUT SUPERLATIVES

Key differentiator pull through in resulting U.S. print & online coverage of Perfect Day at CocoCay

Source: Weber Shandwick

64.98% Stories | *The Tallest Waterslide in North America*

38.72% Stories | *The Largest Wave Pool in the Caribbean*

46.15% Stories | *The Largest Freshwater Pool in The Caribbean*

26.25% Stories | *The Only Overwater Cabanas in The Caribbean*

Data Range: 4/1-7/31

PERFECT DAY AT COCOCAY...

...is basically heaven on earth for young adrenaline junkies or waterslide enthusiasts."



...is an absolute paradise for parents and kids alike."

delish

...literally has something for everyone."

TimeOut

...is a masterclass in idyllic island life."

Reader's Digest *

...delivers everything your kid could want in a beach trip."

Parents *

...is one of the most epic days ever." **Prevention** *

...is bursting with one-of-a-kind experiences."



...is just what the vacation doctor ordered."

NEW JERSEY Family

*mediaQ

CHART-TOPPING EARNED COVERAGE

<p>People *</p> <p>5 Can't-Miss Activities for a Perfect Day at Royal Caribbean's Newly Revamped Private Island</p> <p>Royal Caribbean's private island, Perfect Day at CocoCay, received a \$200 million renovation that opened to the public in May. PEOPLE travel writer Madison Roberts visited the island via the Harmony of the Seas cruise ship. Here are her can't-miss spots during your next vacation.</p> <p>1 of 6</p> <p>Thrill Island Waterpark</p> <p>Not only does this section of the island boast the tallest waterslide in North America, called Daredevil's Peak, but it also features two racing slides, where you start standing up and the floor drops out beneath you, shooting you down a 7-second slide. In my opinion, these slides were more fun than the massive one, and the wait wasn't too long, so I was able to ride them multiple times in a row.</p> <p>Pro tip: Get to Daredevil's peak early and ride it first because as the day goes on, the wait gets longer.</p> 	<p>Prevention *</p> <p>The Healthiest Things to Eat Aboard Royal Caribbean's Navigator of the Seas</p> <p>You may want to book your cruise just for the food.</p>  <p>ROYAL CARIBBEAN</p> <p>Let's get one thing straight: You're about to go on vacation. A really, really incredible vacation! And if there's a good time to let loose and indulge, it's on a really, really incredible vacation. But, if you're working toward a major weight loss goal or are adhering to a special diet like Keto or Adkins, knowing how to maintain your current eating plan while traveling might bring enough peace of mind to actually relax and enjoy your upcoming adventure.</p>	<p>Parents. *</p> <p>20 Best Vacations for Kids: Parents' Travel Awards 2019</p> <p>Need some kid-friendly vacation inspiration? The winners of our first annual travel awards will wow children of all ages.</p>  <p>You juggled strollers and luggage, crammed onto an airplane, and spent major cash. Now all you want is for your kids to be happy. But not just regular happy; jumping-up-and-down, shouting-with-glee, viral-video happy.</p>	<p>BUSINESS INSIDER *</p> <p>This is the tallest waterslide in North America</p>  <p>Perfect Day at CocoCay is exclusively for Royal Caribbean cruise passengers.</p>	<p>TODAY *</p> <p>The 11 best cruises for kids</p> <p>Cruising with kids has never been easier.</p> 
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*mediaIQ

CONDE NAST
Traveler

Why Cruise Lines Are Putting So Much Money Into Private Islands

More cruise lines are purchasing private islands—here's what it means for your vacation.

MSC cruises, a global cruise line that has been around since 2003, has a massive new project in the works. But this upcoming fall launch isn't a new ship, as you might expect. Instead, the line is opening a private island: Ocean Cay MSC Marine Reserve, a former sand extraction site in the Bahamas that's gotten a radical makeover and will be a stop on most of MSC's Caribbean excursions come November.



Skift.

Royal Caribbean Sees Payoff From Expanding Its Fleet



 **RED TRICYCLE**

Thinking about introducing your kids to a cruise? Royal Caribbean International's highly anticipated private island in the Bahamas, Perfect Day at CocoCay, is finally open and bursting with one-of-a-kind experiences. We recently had the opportunity to visit the island—a first in the cruise line's new Perfect Island Day Collection—and came back with plenty to report. If you're considering a cruise soon or just want to know what this epic island has to offer, keep reading!





Our Perfect Day at CocoCay



Royal Caribbean International recently unveiled the \$250 million transformation of their private island in the Bahamas, Perfect Day at CocoCay, and my 7-year-old daughter, Fiona, and I were there to soak it all in. It was her first cruise and an incredibly memorable mother-daughter weekend. She ran between water slides, the obstacle course, pools and lounge chairs announcing that it most definitely was the perrrrrrfect day. I have to say, I enthusiastically agree.

SHACKNEWS

The history and evolution of Royal Caribbean's CocoCay

We take a look at the history of CocoCay and how Royal Caribbean has reimagined the island for a new generation.



Reader's Digest

*

Cruise Lines That Have Their Own Private Islands

Royal Caribbean's Perfect Day at CocoCay (Bahamas)



 **USA TODAY TRAVEL**

*

Royal Caribbean's CocoCay private island gets \$250 million makeover



*mediaIQ



PICTURE-PERFECT INFLUENCER CONTENT

PAID INFLUENCER CONTENT

We hosted three top-tier influencers. These included two family influencers and one new-to-cruise adventure travel couple.

Paid Content:

- ✓ Created buzz around the new destination
- ✓ Convinced millennials and millennial families to consider cruising for their next vacation
- ✓ Reinforced brand advocacy from prior partner @HelloFashionBlog while converting @CaraLoren and @Vagabrothers/@CarrieRad to be new brand advocates



CARA LOREN

CARALOREN.COM

INSTAGRAM: 978K FOLLOWERS

FACEBOOK: 27K FOLLOWERS

TWITTER: 38K FOLLOWERS

TOTAL # OF POSTS: 3 INSTAS, 39 INSTA STORY FRAMES, 2 BLOG POSTS

TOTAL IMPRESSIONS: 7,858,202
AVERAGE ENGAGEMENT RATE: 1.67%

CARA LOREN



CRUISING WITH ROYAL CARIBBEAN TO PERFECT DAY AT COCOYAY

Hello loves. So, we went on a cruise. Not just any cruise, but one heading to Perfect Day at Cococay, Royal Caribbean's private island destination in the Bahamas. And let me just tell you, it was fantastic. The highlights were pretty much everything, from the staff and food, to the waterslides and beach, we absolutely loved every minute of it. Brod, the boys, and Echo had never been on a cruise before, and I gotta say that I think this set them up for failure when it comes to cruises for the rest of their lives, because this experience was so amazing!! As you can see from the photos below, we did a little bit of everything. Waterslides (both on the island of Cococay, as well as on the ship, Navigator of the Seas), chilling at the pools, splash pad, basketball, ping pong, mini-golf, swimming, and more. And let me tell you, and this is the truth, every bit of it was amazing. And that is a huge credit to Royal Caribbean and the experience that their staff and environment provides. If you aren't sure if a cruise is for your family, I highly recommend trying a 3 or 4-night getaway to Perfect Day at Cococay like the one that we did.

CARA LOREN



THE BAHAMAS: COCOYAY ISLAND

Ok, I really don't need to say much because these pictures kind of do all the talking when it comes to how amazing the island of Cococay was. Seriously, it was absolutely unbelievable, and a place that the boys, Echo, and I will never forget!! From the waterslides, to the beach, to the wave pool, lagoon, and back again... this place was fantastic in every meaning of the word. I will be forever recommending the Royal Caribbean Navigator of the Seas (perfectdayatcococay) cruise to anyone and everyone!! We swam, we laughed, we splashed, we zoomed, we napped, and we laughed again over and over because of the wonderful time we were having. I will be writing more in detail regarding some of our favorite experiences at Cococay (pronounced Coco-ky) here in the near future, but for now enjoy this glimpse into our awesome week in the Bahamas! Have a happy humpday!! Love to you all!



CHRISTINE ANDREW

HELLOFASHIONBLOG.COM

[INSTAGRAM](#): 1M FOLLOWERS

[FACEBOOK](#): 74K FOLLOWERS

[TWITTER](#): 5.4K FOLLOWERS

TOTAL # OF POSTS: 4 INSTAS, 23 INSTA STORY FRAMES, 1 BLOG POST

TOTAL IMPRESSIONS: 7,121,755
AVERAGE ENGAGEMENT RATE: 1.74%

HELLO FASHION

5 REASONS TO CRUISE WITH ROYAL CARIBBEAN

No matter what the destination is, cruises are always the kids' favorite trip! We've done a couple trips with *Royal Caribbean*, and so we were super excited to go back and check out the launch of Perfect Day and CocoCay. Sharing pics and why we love to cruise from our trip last month.



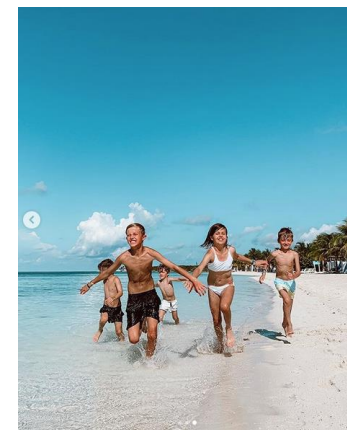
Instagram post from [hellofashionblog](#) (Following) featuring a child on a water slide. Caption: "Best weekend trip! Nothing better than seeing Wes face light up his first time on the FlowRider and jump up and down each time he came down the water slides on #NavigatoroftheSeas. Kids didn't want to go home! So many memories can't wait to come back! @royalcaribbean #comesek #sponsored #PerfectDayatCocoCay" (MAY 20)



Instagram post from [hellofashionblog](#) (Following) featuring a family on a boardwalk. Caption: "5 things I'm loving at @royalcaribbean new island #PerfectDayatCocoCay 1. Water slides on slides! Thrill Waterpark's tallest slide even makes dad scream!!! It's the tallest in North America 2. Just because mom's pregnant doesn't mean she can't keep up. The zero-gravity Slingshot slide was soooo fun!! Our favorite ride. Be ready for the drop 3. Always look up and you will find magic 4. Up, Up, and Away in this helium balloon to get a view to remember!! 4. Play your heart out then dad's shoulders make the best spot for midday naps at the beach" (MAY 19)



Instagram post from [hellofashionblog](#) (Following) featuring a couple in the water. Caption: "Missing that ocean life would you or have you been on a cruise? I'm sharing a bunch of pics from our trip and 5 reasons we love cruising on the blog #bahamas" (JULY 1)



Instagram post from [hellofashionblog](#) (Following) featuring a family on a beach. Caption: "Beach day for the books! The water was so warm it felt like a bath, and was the prettiest crystal blue the tide went out in the afternoon and we were able to walk out for like 500 yards. The kids were on cloud 9 one of our favorite beaches ever! @royalcaribbean #comesek #perfectdaycocoacay #sponsored #beachlife" (MAY 18)

VAGABROTHERS

[YOUTUBE.COM/VAGABROTHERS](https://www.youtube.com/vagabrothers)
[INSTAGRAM](#): 149K FOLLOWERS

TOTAL # OF POSTS: 4 INSTAS, 5 INSTA STORY
 FRAMES, 1 YOUTUBE VIDEO

TOTAL IMPRESSIONS: 1,641,725
 AVERAGE ENGAGEMENT RATE: 3.45%



vagabrothers • Following
 Paid partnership with royalcaribbean
 Coco Cay Island

vagabrothers Tag the person you'd go on a Caribbean sunset cruise with!

Such a beautiful sunset on our first evening aboard the @royalcaribbean #navigatoroftheseas - can't wait to see what else we have in store.

We have an awesome weekend of cruising ahead of us with stops in the Bahamas, including the private island #perfectdayatcococay so make sure you're following along with our stories!

#comeseek #ad #royalcaribbean

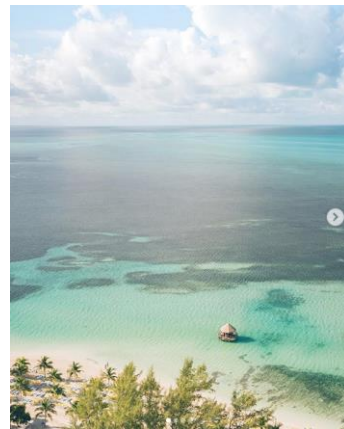
9w

♥️ 💬 📌

Liked by verasweeney and 7,750 others

MAY 18

Add a comment... Post



vagabrothers • Following
 Paid partnership with royalcaribbean
 Coco Cay Island

vagabrothers What's your definition of the perfect day? Who would you spend it with?

Let us know in the comments and tag the people you'd spend your perfect day with!

For us the perfect day involves, sunshine, white sands, warm water, friends, family and loved ones; plus a few ice cold cocktails. Definitely more on the chill side. Luckily at #PerfectDayatCocoCay by @royalcaribbean you can do all that and more. Plenty of options for getting a thrill too.

Head over to @royalcaribbean to find

♥️ 💬 📌

Liked by carrierad and 3,293 others

MAY 18

Add a comment... Post



vagabrothers • Following
 Paid partnership with royalcaribbean
 The Bahamas

vagabrothers Wish you were chilling on a private island in The Bahamas?

@royalcaribbean's #PerfectDayatCocoCay is 50 minutes from Nassau but feels a world away from everything. It's a cay pronounced "key" in the Berry Islands of the Bahamas, part of the Out Islands.

Have you been to The Bahamas? Tag the person you'd want to chill on this tropical island with!

#ad #comeseek

♥️ 💬 📌

Liked by bucketlistpublications and 4,837 others

MAY 22

Add a comment... Post



vagabrothers • Following
 Paid partnership with royalcaribbean
 Coco Cay Beach

vagabrothers Would you try the tallest water slide in North America? Tag the people you want to do this with!

Join us as we sail to the Bahamas with @royalcaribbean to experience their new private island destination, Perfect Day at Coco Cay. Whether you want to chill or thrill, you're covered.

Recently @alexthrvagabond and @carrierad sailed from Miami to the Bahamas with stops at Perfect Day in Coco Cay and in Nassau, the capital of the Bahamas.

Head over to our Youtube channel to see the full video from our epic trip to

♥️ 💬 📌

12,756 views

JUNE 15

Add a comment... Post

CARRIE RAD

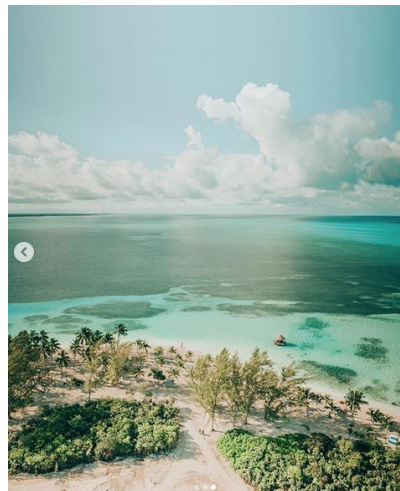
[YOUTUBE.COM/CARRIERAD](https://www.youtube.com/c/carrierad)

[INSTAGRAM](#): 68.4K FOLLOWERS

TOTAL # OF POSTS: 2 INSTAS, 1 YOUTUBE VIDEO

TOTAL IMPRESSIONS: 393,723

AVERAGE ENGAGEMENT RATE: 6.02%



carrierad • Following
Paid partnership with royalcaribbean
Nassau Bahamas

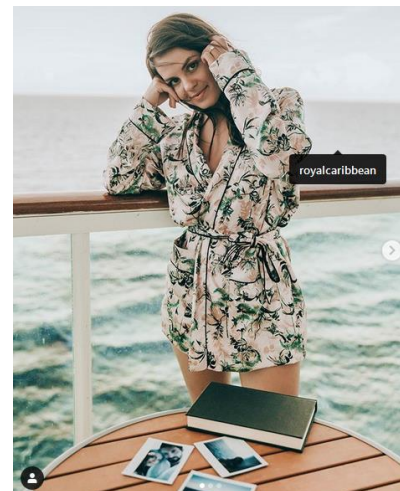
carrierad Mornings on the open sea. This was my favorite part about being on a @royalcaribbean cruise as a way to start my day before enjoying all the other amazing activities onboard or in our ports of call. Waking up in the morning, rolling out of bed, throwing on a robe, then opening the curtains to an endless ocean view — there's nothing quite like it. I made sure to spend some time on the balcony of our cabin, having coffee, and just staring at the open ocean thinking about its vastness and beauty. 🌊

I'm so excited to share my video of our #PerfectDayatCocoCay and exploring Nassau on the #NavigatorOfTheSeas. This video gives you the inside scoop

Like by alexthevagabond and 3,139 others

JUNE 22

Add a comment... Post



carrierad • Following
Paid partnership with royalcaribbean
Nassau Bahamas

carrierad Mornings on the open sea. This was my favorite part about being on a @royalcaribbean cruise as a way to start my day before enjoying all the other amazing activities onboard or in our ports of call. Waking up in the morning, rolling out of bed, throwing on a robe, then opening the curtains to an endless ocean view — there's nothing quite like it. I made sure to spend some time on the balcony of our cabin, having coffee, and just staring at the open ocean thinking about its vastness and beauty. 🌊

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Like by alexthevagabond and 3,139 others

JUNE 22

Add a comment... Post



carrierad • Following
Paid partnership with royalcaribbean
CocoCay Island

carrierad Private island style in the Bahamas. 🌴💕

Having a #PerfectDayatCocoCay with my love. So excited to be exploring the Bahamas with @royalcaribbean. Next we are off to Nassau! Comment below if you have recommendations for things to do! #ad

9w

sheharaaferrando My faves ❤️

9w 1 like Reply

Like by travel_and_keep_fit and 3,883 others

MAY 19

Add a comment... Post

EARNED IFLUENCER CONTENT

Our new-to-cruise and veteran influencer partners produced in total: 897 Instagram Story frames, 206 Instagram posts, 56 Twitter posts, 52 Facebook posts, 23 blog posts and 10 YouTube videos.



theclumsytraveler • Following
Cococay, Bahamas

theclumsytraveler Tropic like it's hot 🍉🌴

Can you imagine cruising out to the middle of the Caribbean and finding not only your own island to kick back but a huge water park as well?! #sponsored

@RoyalCaribbean's route to CocoCay (pronounced: Key, like the locals) is a private island only accessed by ship. Thrill Waterpark touts 13 waterslides (including Daredevil's Peak, the tallest waterslide in North America), the Largest Wave Pool in the Caribbean, a zip line 1,600 ft long and a helium balloon taking you 450 ft above CocoCay.

"This looks so fun!! Makes me wanna cruise here for my next cruise!"



marissaanwar • Following
Cococay Island

marissaanwar Finding your zen is worth its weight in gold. We spent the day on @royalcaribbean's new private island. #perfectdayatcococay, and can honestly say that I haven't been that relaxed in a long time.

What made this trip that much better was that I also got to spend with some of my fav people in the online world. #navigatoroftheseas

P.s- did you know that there is a library on-board?

10w

"Lucky!! I really want to check out Coco Cay!"



casplanslyfox • Follow

casplanslyfox Selfies with my sis @jaedynslyfox. #navigatoroftheseas #perfectdayatcococay

9w

melissalazar2000 wow so hot

9w Reply


xphoebetheunicornxo Cute

9w Reply

"I went on this cruise ship!! Such an awesome ship!"

cute & little
petite fashion + lifestyle

PERFECT DAY AT COCOCAY BAHAMAS: ROYAL CARIBBEAN'S ULTIMATE BEACH ISLAND ESCAPE



We spent last weekend cruising with Royal Caribbean and spent a day enjoying their newly-opened Perfect Day at CocoCay island escape! CocoCay is a small island in the Bahamas exclusive to Royal Caribbean guests, and in the past year, it has gone through an extensive \$250 million transformation that boasts some of the most incredible attractions! With their doors opening just this May, we were so lucky one of the first guests to experience the grand debut of Perfect Day at CocoCay. Let me just say, this is one vacation spot you **NEED** to have on your bucket list!

VERA SWEENEY
LIVING AND TRAVEL BLOG

10 Things You Don't Know About The Royal Caribbean CocoCay Island


Have you heard about the Royal Caribbean CocoCay Island? It's recently been renovated and I have to tell you that it blew my sandals off! My son and I recently spent the Perfect Day at CocoCay and I cannot wait to show you everything that is waiting for you and your family should you decide to book a cruise with the line. I promise it will be a day you will not forget.



THE TRAVEL WOMEN

11 Things You Didn't Know About Royal Caribbean Cruise Island CocoCay Bahamas

Royal Caribbean Cruises just launched the Perfect Day Island Collection with its first private island, CocoCay, in the Bahamas and it is full of Instagrammable, secret spots and brag-worthy experiences. Whether you want to slide down the tallest waterslide in North America, zipline 1,600 feet or get the highest view of the Bahamas from a helium balloon ride, there is something for every type of traveler. We love uncovering insider NYC secrets and lesser-known travel destinations. You will not want to miss these fun experiences on Royal Caribbean's private island making a trip to the Bahamas worth the travel.



vacationlandmama
MOTHERHOOD & LIFESTYLE BLOG

TRAVELS

Planning Your Trip to Perfect Day at CocoCay

JUNE 7, 2019



What is your perfect day? Whether it be relaxing on a beach, jet-skiing around a private or going down the biggest water slide in North America, Royal Caribbean has something for everyone. Royal Caribbean's private island in the Bahamas has undergone a \$200 million dollar renovation, and it will not let you down.

The new revamped island is a must stop on your next cruise, offering the ultimate experience for you and your family. Perfect Day at CocoCay features beautiful beaches, azure water, water slides, zip-lining and the most breathtaking helium balloon experience.

MOMGENERATIONS

Royal Caribbean CocoCay – How to Have the Perfect Day

I have 3 words for you – ROYAL CARIBBEAN COCOCAY. You will literally (and I promise you this) have the most perfect day at CocoCay while cruising with Royal Caribbean.



I had the opportunity to visit CocoCay with Royal Caribbean a couple of weeks ago and I was beyond impressed with the amount of things to do on the island. I'm telling you right now, this is one of the best family destinations I have ever traveled to and I highly suggest you visit! I'm thrilled to share ALL about it with you!



SURPRISE TWIN TRIP TO COCOCAY ISLAND WITH ROYAL CARIBBEAN



I'm sitting here on a flight leaving Miami heading back to our home in Dallas. There is a darling little blonde boy snoozing away on my lap while my other little girl is beep-bopping away to The Greatest Showman on the other side of me. This past week Aaron and I hit the breaks on our schedule and zipped away for a vacation to go island hopping with the twins. We made it a complete surprise for them. As in, the 4 of us pulled up to the airport and the twins still had no idea we were surprising them with their very own solo trip with mama & daddy. And if you follow along in my Instagram stories, you saw their freak-out moment when we told them we were boarding a plane together to jet off to Florida! Tiny bodies jumping up and down while squealing with excitement. That moment was parenting payday, for sure.

Jawn Rosenbohm

A FASHION AND LIFESTYLE BLOG

JUNE 15, 2019 / FASHION

Perfect Day at CoCo Cay

This is a sponsored post by Royal Caribbean International. All reviews and opinions expressed in this post are based on my personal view.



Whenever we think of our upcoming vacation plans it's got to be somewhere warm and by the water. This month we packed our bags and headed on a cruise with Royal Caribbean International to check out their new \$250 million renovations of their private island CoCo Cay in the Bahamas and let me tell you. It by far exceeded our expectations!

We have been blessed to have traveled to several Caribbean Islands, its one of our favorite destinations, quite honestly because the water is just absolutely breathtaking. This was our first time visiting the private island CoCo Cay and it will definitely not be our last!

I am so excited to give you a recap of the Island and of course you can find all of my outfits by following me on the liketoknowit app [HERE](#). Sit back with a cup of coffee and start planning your next Royal Caribbean Vacation!

the MILLER affect

JUNE 20, 2019 / TRAVEL

PERFECT DAY AT COCOCAY

Now that I am getting ready to head on my next vacation, I thought I would reflect a little on my last one! So excited to finally talk about our perfect day at Coco Cay.

If you read THIS POST, you know I am a Royal Caribbean cruise gal. I mean, what's not to love? I have tried other cruise lines but they honestly just don't measure up. I took my sisters on a cruise with me last month and now they are junkies too! We just LOVE to cruise, and Royal Caribbean does it best!

This post isn't to tell you how much I love cruising. You can read [my last cruise post](#) for that. This post is all about sharing the newest from Royal Caribbean with you guys!

What's new with Royal Caribbean? Well, I am so glad you asked...



#cococay #cococaybahamas #bahamas
CocoCay Island Royal Caribbean Cruise Walking Tour

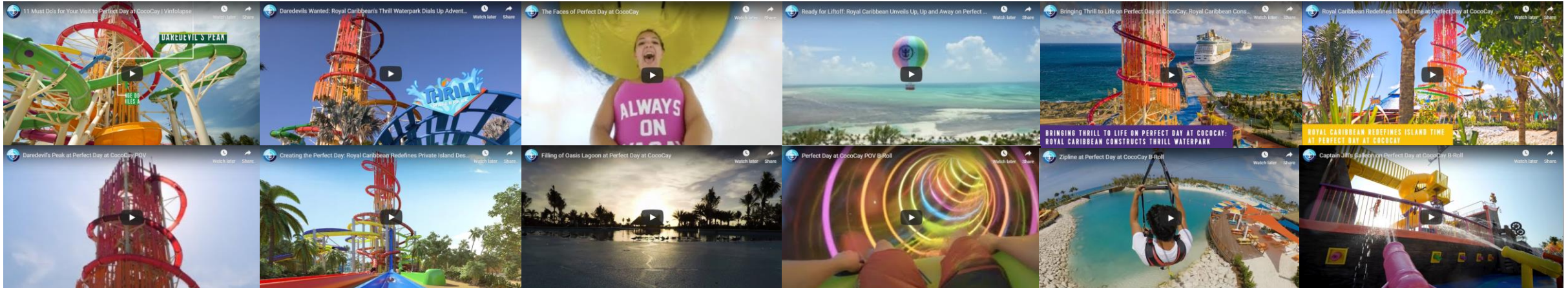


#perfectdayatcococay #cococaybahamas #royalcaribbean
The Perfect Day at CocoCay with Kids



OWNED CONTENT

PR CONTENT TO-DATE



1.4 Million+
Earned & Organic Trackable Views of PR Content

11,679
Press Center Downloads

275+
Trackable Views by Outlets Using Multiple PR Assets

22
Perfect Day at CocoCay Videos Created All Time

188
Total Production Support Sessions

40
Media Members Supported on *Navigator* Perfect Day Sailings



SEAVIEWS EDITORIAL

FIRST LOOK

LIFESTYLE May 2, 2019

LIFESTYLE May 3, 2019

First Look: Unveiling the Tallest Waterslide in North America, Daredevil's Peak,
 What will you get from Royal Caribbean's new private island destination in The Bahamas? The ride of your life. The...

Tweet Like 639 Share 50

First Look: Perfect Day at CocoCay Delivers Adventure for Every Kind of Traveler

Tweet Like 125 Share 20

INFLUENCER PARTNERSHIPS

FAMILY June 28, 2019

LIFESTYLE July 12, 2019

FAMILY June 21, 2019

Find the Ideal Mix of Thrill and Chill at Perfect Day at CocoCay

Having an unforgettable family vacation comes down to finding just the right balance—just ask Cara Loren Van Brocklin, founder of...

Tweet Like 14 Share 1

Perfect Day Your Way: There's Plenty of Ways to Chill

As one part of the thrill-seeking traveling pair The Vagabrothers, Alex Ayling spends the majority of his time globetrotting from...

Tweet Like 52 Share 1

It's Your Perfect Day: This New Private Island Offers Thrills for the Whole Family

Tweet Like 10 Share 2

CONTINUED BUZZ

LIFESTYLE June 7, 2019

Perfect Day at CocoCay's Up, Up and Away Takes Adventure to New Heights

At Perfect Day at CocoCay, Royal Caribbean's private island destination, there's a record-breaking roundup of thrill-inducing experiences—including the ultimate adventure...

Tweet Like 54 Share 5

UPV: 16,785
 ATM: 2 min, 50 sec

UPV: 13,820
 ATM: 1 min, 5 sec

UPV: 807
 ATM: 2 min, 30 sec

UPV: 184
 ATM: 2 min, 50 sec

UPV: 2,914
 ATM: 1 min, 39 sec

UPV: 467
 ATM: 2 min, 22 sec

IT PAYS TO BE THE FIRST: First-look stories about Perfect Day at CocoCay and were among the top-performing pieces of Q2.

SHARING IS CARING: Christine Andrew promoted her piece on Instagram stories, driving page views to exceed other influencer stories, exhibiting how promotion ultimately gets more eyes on SeaViews.

WIDE-REACHING APPEAL: Interesting, exclusive and creative angles and assets pay off.



MORE TO COME...

PERFECT DAY ON REPEAT

The thrills and chills will continue with a targeted IPT program, inviting a select group of lifestyle, travel and new-to-cruise media and influencers to adventure their way.

MEDIA:

BUSINESS
INSIDER

COSMOPOLITAN

ELITE
DAILY

BUSTLE

GOOD
HOUSEKEEPING

Scary
Mommy

INFLUENCERS:



Tiff & Case



Roamaroo



FollowMeAway Travel



MyLifesATravelMovie



CampsBayGirl



TravelBabbo



THANK YOU