

NEWS

For Immediate Release

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Contact: Sheila Gonzales/Port of Los Angeles
(310) 732-3506

Hilda Marella Delgado/ Mayor's Office
(213) 978-0605

ROYAL CARIBBEAN CRUISE LINES SIGNS AGREEMENT WITH THE PORT OF LOS ANGELES



425 S. Palos Verdes Street

San Pedro, CA 90731

Tel: 310/732-3508

After 5:00 p.m.:

310/732-3500

SAN PEDRO – Royal Caribbean International, one of the world's largest and most popular cruise lines, will homeport at the Port of Los Angeles' World Cruise Center, after the Los Angeles Harbor Board of Commissioners today voted unanimously to approve a five year contract with the firm that will give a significant boost to the City's tourism economy.

Under the agreement, the Port and Royal Caribbean will participate in a joint marketing program valued at more than \$250,000 per year. The World Cruise Center, Royal Caribbean's new home, recently completed a \$15 million renovation making it the most passenger efficient terminal in the western United States.

"Both residents and businesses across the Los Angeles will reap the benefits of the agreement with Royal Caribbean Cruise Lines. The agreement aims at generating funds to our economy at large by strengthening Los Angeles' reputation as a tourist destination," said Mayor Jim Hahn. "I applaud the commission's efforts in making a significant step toward revitalizing the Port of Los Angeles and changing the way we do business in the Harbor area."

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Larry Keller, Port of Los Angeles Executive Director stated, "This a historic and exciting time for both the Port of Los Angeles and Royal Caribbean Cruises. The World Cruise Center is the busiest passenger terminal on the West Coast serving over 1 million passengers per year. This partnership is a natural fit."

Passengers cruising from Los Angeles can take advantage of a value-added package with the Cruise L.A. program. Created by the Port of Los Angeles, San Pedro Chamber of Commerce and L.A. Inc., this program promotes local tourism by offering discounts for sights in and around Los Angeles, pre-and post-cruise hotel packages and a tour map of San Pedro.

For more information on the Cruise L.A. program, visit the L.A. Inc. website at www.lacvb.com. For more information about cruise destinations, visit the Royal Caribbean Cruises website at www.royalcaribbean.com.

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