



## **ISLAND CRUISES OWNERSHIP**

In May 2000, First Choice Holidays PLC and Royal Caribbean Cruise Line (RCCL) entered into a Strategic Alliance, the terms of which included the creation of a joint venture cruise line, Island Cruises, offering cruises to the European market. The alliance also included the marketing of RCCL's products by First Choice's distribution network and an investment of approximately £200 million by RCCL in First Choice.

Pioneers of casual cruising, Island Cruises, a joint venture from First Choice and Royal Caribbean International, offers an original approach that is relaxed, friendly, informal and very affordable. Ad-lib dining, a relaxed dress code, a wide array of entertainment and innovative shore excursions characterise this cruise line, which was launched in 2002.

The company was launched with the 3-star Island Escape, in March 2006 the Island Star was added to the fleet. They both make Palma, Majorca their homeport for the Summer from where they cruise the Mediterranean's most popular cities. In the winter months Santos, Brazil is their homeport with the whole Atlantic coast of Brazil on offer to Brazilian passengers.

For further information, telephone Island Cruises Reservations on 08707 500414, visit [www.islandcruises.com](http://www.islandcruises.com) or contact your local travel agent.

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### **Note to Editors:**

Royal Caribbean is the world's second largest cruise operator whilst First Choice is a leading European leisure travel company, serving over five million customers per annum.

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