

“Integral part of the cruise experience”: Heinemann Americas on Royal Caribbean’s new Utopia of the Seas



Heinemann Americas encourages Utopia of the Seas passengers to "bring home the memories" with the opening of eight shops onboard the new Royal Caribbean vessel

Gebr. Heinemann subsidiary Heinemann Americas has opened eight stores onboard Royal Caribbean International’s new Utopia of the Seas, extending its portfolio which already includes Icon, Wonder, Odyssey and Independence of the Seas.

The latest of two Royal Caribbean ships to launch this year with Heinemann’s retail experience is set to delight guests with carefully selected and executed designs, and first-at-sea branded installations. The assortment makes for a unique shopping adventure for vacationers, with time to explore and enjoy their three-night weekend and four-night weekday getaways.



'The Shop' and 'The Collection' offer a range of products including Royal Caribbean branded merchandise, watches, sunglasses, jewelry and leather goods

The highlight of the onboard retail experience is 'The Shop', offering an exclusive selection of Royal Caribbean branded merchandise and 'The Collection,' showcasing fashion watches, sunglasses, jewelry and leather goods. According to Heinemann Americas, the increased space for logo merchandise reflects the strong performance of previous collections launched by the company, driven by their commitment to quality and variety. For younger vacationers, the 'Kids Shop' is a treasure offering toys, candy and branded merchandise. With a team of 32 impressive employees, everyone will receive exceptional service and expert advice.

Utopia also features a dedicated shop for certified pre-owned luxury products, including handbags and watches from iconic brands like Rolex, Louis Vuitton, Hermès and Chanel. This exclusive offering, located at 'Accessory Place' on the lively Royal Promenade, caters to the growing demand for pre-owned luxury. Additionally, guests can explore shops filled with fine watches from brands such as Tag Heuer, Hublot and Breitling, as well as the latest in perfume, cosmetics, liquor and tobacco.

The Utopia debuted in Port Canaveral (Orlando), Florida on July 19. The cruise package offers more than 40 ways to dine, drink and party, two casinos and Royal Railway - Utopia Station, a first-of-its-kind immersive train car dining experience. Also featured are the longest dry slide at sea and entertainment across air, ice, water and stage.

Nicolas Hoeborn, Managing Director of Heinemann Americas Inc, said, "We are thrilled to once again open our stores on a Royal Caribbean vacation. This collaboration is another testament to the strength of our partnership and the positive reception of our joint offering by vacationers. Our goal is to make shopping an integral part of the experience, enhancing the journey even on short getaways."