



Carnival Cruise Line Upgrades Travel Agent Rewards Program With New Point Redemption Offerings And Enhancements

January 18, 2017

Electronic Gift Card Options Provide Greater Selection and Quicker Delivery

MIAMI (January 18, 2017) – Carnival Cruise Line has enhanced its popular Travel Agent Rewards Program by offering agents a new point redemption process so that all gift cards are now offered in electronic format. With this change, agents may now choose from a broader range of gift card selections and receive their electronic gift cards within 30 minutes of placing their order. A wide selection of retail and restaurant offerings were added to the program as part of the enhancement. In addition, the line has developed a new version of the point redemption web site for the Rewards Program, providing greater ease of use.

"With these enhancements, agents will be able to select from more gift offerings that best suit their preferences and won't have to wait for cards to arrive in the mail," said Carnival's Vice President of Sales & Trade Marketing Adolfo Perez. "We've also upgraded the usability of the redemption web site, giving agents a more intuitive and simplified approach to redeeming their points."

Travel Agent Rewards Program web site enhancements include a newly-designed ordering tool highlighting "frequently viewed items" and the ability to create item "wish lists." Enhanced visibility of orders and orders status are also part of the web site upgrades. Canadian travel agents will also receive a catalogue of gift card selections tailored to their market and offered in Canadian Dollar denominations.

With the Travel Agent Rewards Program, travel agents may redeem points in increments of 10,000 and 20,000 for gift offerings at values of \$50 and \$100. Points in the program are earned based on online booking activities and non-booking activities such as meeting with the Carnival sales team, hidden codes in Carnival's trade emails and more. For more information, agents may visit GoCCL.com.

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About Carnival Cruise Line

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and an as-yet-unnamed vessel in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

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