



Carnival Unveils New 'Onboard With You' Trade Support Platform; Introduces First-Ever Facebook Page For Partners And Dedicated Section On GoCCL.com

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MIAMI (September 16, 2015) – Carnival Cruise Line is unveiling a new trade support platform called “Onboard with You” which will house the line’s numerous travel partner initiatives and tools. In conjunction with the launch, the company is introducing its first-ever Facebook page for travel agents and a dedicated section on GoCCL.com. The new Facebook page is hosted by VP of Trade Sales and Marketing Adolfo Perez and offers travel agents the opportunity to engage with Perez and the sales team, learn about Carnival initiatives and receive exclusive sales leadership insight. The dedicated section on GoCCL.com outlines the key components of the program, giving travel partners an ongoing overview of the line’s activities designed to support agents as well as information on new initiatives.

“By further strengthening our commitment to the trade, offering partners a sales team that boasts a wealth of experience, and developing impactful travel partner programs, we can collaboratively grow our business together,” said Perez. “Our commission tier change was the first of many new initiatives that will fall under the ‘Onboard with You’ umbrella, a moniker that strongly reflects our sales team’s core mission.”

Perez continued, “I’m looking forward to engaging with travel agents on our new Facebook page where the sales team and I will answer any questions agents may have, share selling tips and discuss trends.”

The core tenets of “Onboard with You” define the line’s commitment to travel agents through three key areas including:

- **Pledge:** Carnival is committed to working with travel partners, will be accessible and engaged with the trade, will be focused on helping grow both new and past guest business, will recognize innovative partners and will seek feedback to ensure stronger travel partner relationships.
- **People:** The sales leadership team boasts more than 200 years of combined experience while each Business Development Manager on the Carnival team has been with the company for an average of 16 years. These teams are committed to working with travel agents on supporting their business and helping them grow it.
- **Programs:** Dozens of award-winning travel agent programs utilized by hundreds of thousands of agents each year are offered to drive business growth and success for travel professionals. Carnival will continue to innovate by introducing new programs as part of “Onboard with You.”

New elements of the “Onboard with You” initiative will be introduced on an ongoing basis and highlighted on GoCCL.com. In addition to the new Facebook page and GoCCL.com features, the Carnival team will share elements of the program during sales events in the field.

To learn more about “Onboard with You,” travel partners may contact the Carnival sales team directly or visit GoCCL.com. To follow the new trade-dedicated Facebook page, go to <https://www.facebook.com>

[/CarnivalTrade.](#)

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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 24 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Australia, New Zealand and the Pacific Islands. The company currently has two 133,500-ton ships on order - Carnival Vista, scheduled to enter service in 2016, and an as-yet-unnamed vessel set to debut in 2018.