



Carnival Creates New Fun E-Collateral Marketing Library

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Changes Made Based on Travel Agent Feedback Include New Flyer Categories, Enhanced Agent Customization and Optimized Navigation

MIAMI (April 1, 2016) – Carnival Cruise Line has redesigned its popular travel agent marketing collateral library with new e-flyer designs, enhanced customization options and greater ease of navigation.

Enhancements to the “Fun eCollateral Library” are part of the line's Onboard with You program and were made based on direct feedback from the line’s Travel Partner Advisory Committee and business development managers.

“This enhanced version of our ‘Fun eCollateral Library’ provides travel agents with a more streamlined way to create custom-designed marketing flyers that best suits their particular needs,” said Carnival’s Vice President of Sales and Trade Marketing Adolfo Perez. “We listened to agent feedback and eliminated categories that were being underutilized, created new ones and designed more space for agents to customize the flyers with their own marketing message for their clients.”

With the revamped “Fun eCollateral” page in GoCCL.com, agents may now select their preferred flyers more quickly and easily. Content has also been streamlined to include categories that agents indicated were the most beneficial to their marketing needs. A new “lifestyle” category was added to include flyers highlighting target markets like families, groups, couples, Millennials and seniors.

Additionally, a new “onboard” category features flyers covering the overall cruise experience, dining and staterooms. Destination flyers continue to be part of the collection and now feature an enhanced design. Larger customization boxes give agents more space to insert their own marketing message and call to action. The library’s comprehensive collection of e-brochures and e-banners continues to be available as well.

To view the new “Fun eCollateral Library,” agents may visit GoCCL.com, where there is also a comprehensive tutorial outlining the changes in the new library.

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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, Australia, New Zealand and the Pacific Islands. The company currently has two new 133,500-ton ships on order--Carnival Vista, set to debut in May 2016, and an as-yet-unnamed vessel scheduled to enter service in 2018.