



## **Carnival Celebrates First Anniversary Of 'Onboard With You' Trade Support Platform With Ad Campaign, Agent Contest and 100-City Tour**

September 12, 2016

MIAMI (September 12, 2016) – Carnival Cruise Line is celebrating the first year of its "Onboard with You" trade support platform with a new trade ad campaign, travel agent contest and 100-city tour hosted by the line's sales team.

The new "Together We're Better" ad campaign celebrates the importance of the strong partnership between Carnival and the travel agent community. Ads will run in various trade publications starting today.

The "Onboard with You Anniversary Contest" gives agents the opportunity to share the most helpful sales tip they have learned over the past year by submitting it on the line's trade Facebook page beginning today through September 18. A panel comprised of members from Carnival's sales team will select a grand prize winner who will receive a complimentary Carnival cruise for two in the Caribbean with balcony accommodations. A runner-up will win a \$100 gift card and 100 additional winners will receive one of the line's popular "Travel Agents Rock" t-shirts.

Carnival is also celebrating the anniversary with a new "Together We're Better" travel partner tour hosted by the line's business development managers in more than 100 cities in North America. The tour will feature small-scale events that are designed to give travel partners more opportunities to engage one-on-one with Carnival's sales team while learning sales success strategies and new product information. The tour will conclude in March 2017.

"We are incredibly grateful for the tremendous level of support we have received from the agent community during the first year of 'Onboard with You' and we're looking forward to introducing even more initiatives as part of this platform moving forward," said Carnival's Vice President of Sales and Trade Marketing Adolfo Perez. "The anniversary contest and new 'Together We're Better' tour are designed to celebrate the positive impact this platform has made in our relationship with agents and they reflect our continued commitment to working with agents to strengthen our partnership even further."

During the first year of "Onboard with You," Carnival introduced its first-ever Facebook page for travel agents, which has garnered more than 17,000 likes. The Facebook page is hosted by Perez and offers travel agents the opportunity to engage with him and the sales team, learn about Carnival initiatives and receive exclusive sales leadership insight. Additionally, during the platform's first year, the Carnival sales team hosted "Onboard with You" agent events that attracted 5,000 participants and launched several new initiatives, including the line's commission enhancements.

To learn more about "Onboard with You," including the complete rules and regulations related to the anniversary contest as well as a full list of cities included in the "Together We're Better" tour, travel partners may visit [GoCCL.com](http://GoCCL.com). To follow the line's 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 25 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 133,500-ton Carnival Horizon is currently under construction and set to debut in 2018. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

### **MEDIA CONTACT**

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