



Carnival Cruise Line And Heinemann Partnership Sees State-Of-The-Art Duty Free Shopping Experience Come To Life

May 25, 2018

Sydney, 25 May 2018 – Carnival Cruise Line today announced the launch of a new state-of-the-art duty free store available on Carnival Spirit, on Australian cruises, from 25 June, 2018, further enhancing the guest experience the cruise line is known for.

Today's news is the result of a new partnership between Carnival Cruise Line and Heinemann Asia Pacific, a subsidiary of Gebr. Heinemann. The partnership will deliver an ideal mix of local and global brands such as Seafolly, Quay Australia, Swarovski, Swatch, Lacoste and Clinique to Carnival's Australian guests.

The move into the Australian market by Heinemann Asia Pacific follows the success of an existing partnership between the two brands in the US with similar experiences onboard Carnival Fantasy, Carnival Liberty and Carnival Ecstasy.

"We are thrilled to embark on this new partnership with Carnival Cruise Line, especially at such an exciting time in the cruising market," says Marvin von Plato, CEO of Heinemann Asia Pacific. "Combining our retail and logistics management experience with our expertise in the Australian market, we look forward to providing a world-class shopping experience on-board for Carnival guests."

Heinemann has been a master concessionaire at Sydney Kingsford Smith International Airport since 2015, with the brand building a strong reputation with Australian travellers. Using consumer insights, Heinemann has carefully curated duty free offerings for the Aussie cruising market with a particular focus on cosmetics, liquor and local brands.

"We're pleased to continue our excellent relationship with Gebr. Heinemann with this enhancement of the retail experience aboard Carnival Spirit following its extensive dry dock," said William Butler, Carnival's Vice President of Retail Services. "The retail experience at Carnival continues to evolve with sought-after brands and exciting new spaces and we're delighted to work with Gebr. Heinemann in providing our guests with the widest variety of retail choices at sea," he added.

Carnival Spirit will undergo a two-week dry dock in Singapore and receive new family friendly entertainment features offering new spaces for kids and teens activities onboard, in addition to this new duty free experience. Once she returns to her home port of Sydney on 25 June, 2018 she will resume year-round departures from Australia.

Heinemann Asia Pacific:

Heinemann Asia Pacific is a subsidiary of Gebr. Heinemann and was established in 2010 to represent the group in the Asia Pacific region. Rooted in Gebr. Heinemann's legacy, Heinemann Asia Pacific is committed to becoming the preferred partner for landlords, operators and suppliers by offering comprehensive travel retail solutions in the dynamic and diverse Asia Pacific market. From its headquarters in Singapore, Heinemann Asia Pacific maintains business relations across 10 different nations, having established an extensive network spanning from Indonesia to Myanmar. More than 60 staff members, located at the headquarters, collaborate with strong local partners in the distribution and retail fields, capitalising on significant growth in what is currently the world's most dynamic travel retail market.

About Carnival Cruise Line:

Carnival Cruise Line is the largest cruise line in the world with almost five million guests travelling every year. The cruise line has two ships deployed in Australia, including Carnival Spirit – currently the largest and newest cruise ship home ported year-round in Australia. Sister ship Carnival Legend will return to Australia in October 2018 following her Northern Hemisphere summer season cruising Alaska. Carnival Splendor will join the Australian Carnival fleet in December 2019 and become the newest and largest ship home ported year-round in Australia. With 45 activities to enjoy each day, Carnival's ships offer fun-loving families and couples fun, memorable holidays at great value.

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