



Carnival Cruise Line Launches New 'Learn and Earn' Travel Advisor Training Program

April 30, 2019

Built within expanding Loyalty Rocks, faster graduation, bonus reward points and cruise contest highlight new easy-to-use education program

MIAMI (April 30, 2019) — To better support travel advisors in growing their Choose Fun expertise, Carnival Cruise Line is launching a new "Loyalty Rocks: Learn and Earn" training program. Custom-built as part of Carnival's Loyalty Rocks program, Learn and Earn is designed to recognize and reward advisors for investing in their professional development.

The easy-to-use training content is video-based and puts travel advisors on an 80-percent faster path to graduation. Featuring Gold, Platinum and Diamond levels, agents can better support their clients while earning rewards and perks for themselves. Enhancements include bonus Loyalty Rocks reward points, no booking requirement for graduation and monthly seven-day Caribbean cruise awards for graduates.

"We understand the importance of quality training in helping our advisors to be successful in selling Carnival, so we set out to design a new training program that is focused, quick and relevant," said Adolfo Perez, Carnival's senior vice president of sales and trade marketing. "When building out Learn and Earn we spoke with travel advisors and took their advice to heart, and we're excited for agents to see the enhancements and perks to this program that we believe will deliver significant value."

Travel advisors now use their GoCCL.com ID and password, eliminating an additional password to access Carnival training. The program is mobile-friendly, making it easy to complete on the go. Additionally, Carnival removed the four-booking requirement for graduation, so advisors can complete the program faster.

Earning Loyalty Rocks rewards points is easier than ever with Learn and Earn. Travel advisors who complete all of the courses receive 100 reward points for their time and educational investment. Each graduate also receives a certificate signed by Perez and a Carnival Diamond Graduate logo for use on marketing materials.

Each month, Carnival will award five seven-day Caribbean cruises for graduates who submit a brief summary about how their Learn and Earn experience helped them develop their business. Entries will be judged by Carnival's Sales Leadership Team, and the top five entries will win a balcony stateroom onboard the ship and on the departure date of their choice.

Learn and Earn replaces Carnival Passport. Advisors who participated in Carnival Passport will be given credit for prior training completed, including automatic placement in more advanced levels of Learn and Earn. For the 600 travel advisors in the final level of Carnival Passport nearing graduation, Carnival is offering a complimentary cruise opportunity (with validation of four new bookings made) as a thank you and appreciation for the significant time spent in Carnival Passport.

For additional information about Carnival Cruise Line call 1-800-327-9501 (individual) or 1-800-327-5782 (groups) or visit the line's travel advisor Internet portal, [GoCCL.com](https://www.goccl.com). Carnival can also be found on

[Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

Journalists also can visit Carnival's media site, [Carnival-news.com](#) or follow the line's PR department on Twitter at [twitter.com/CarnivalPR](#).

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About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 26 ships operating three- to 24-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Cuba, Europe, Australia, New Zealand, the Pacific Islands and Southeast Asia. The line currently has three new ships scheduled for delivery – Carnival Panorama set to debut in 2019, Mardi Gras in 2020 and an as-yet-unnamed ship in 2022.

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