



## **Carnival Cruise Line is Hitting the Road with 100 WUATA Parties in 2020**

February 18, 2020

*Sales team is staging a whole lotta WUATA in 100 cities to reach 25 times more consumers with the '100 Reasons Why Use a Travel Advisor' message*

**MIAMI (Feb. 18, 2020)** — From the sands of Barbados and Puerto Rico to the snows of Canada and almost everywhere in between, Carnival Cruise Line is planning a 2020 WUATA Party in a city near you. To drive home its enhanced “100 Reasons Why Use a Travel Advisor” message, Carnival is staging 100 WUATA Parties in 100 cities across North America and the Caribbean this year.

From a modest four events in 2019, Carnival is ramping up the party frequency with the goal of drawing 25 times more consumers than last year to learn why they should use a travel advisor to plan their vacation. As in the original WUATA Party plan, attending travel advisors are encouraged to bring an existing client and a consumer who is a potential client to the event.

“Last year we found that a WUATA Party is a very effective way to strengthen the relationship between travel advisors and their clients and to help agents recruit new business,” said Adolfo Perez, Carnival’s senior vice president of global sales and trade marketing. “By taking the 100 Reasons Why Use a Travel Advisor message to 100 cities, we expect to reach thousands more consumers in 2020. This is all part of Carnival’s commitment to deliver the best sales and service experience to travel advisors and their clients.”

Each free-to-attend WUATA Party will be held at a local movie theater from 9:30 to 11 a.m. and will be hosted by the region’s business development manager. A select number of WUATA Parties will feature Perez as a special guest presenter.

WUATA Party programs include interesting industry insights, product updates, fun activities, classic movie snacks and prize giveaways. All consumers who attend will receive a special Carnival cruise offer from their travel advisor that is only available at a WUATA Party.

The 100 WUATA Parties also will feature a tribute to attendees from armed services who will receive a special acknowledgement and a gift. Carnival sails more active and retired military than any other cruise line and this is an extension of the line’s ongoing commitment to its military guests and their families. Other initiatives include Carnival’s onboard military recognition program, special discounts for current and retired service members, and the new Heroes Tribute Bar on the line’s

latest ship, Carnival Panorama.

Registration is now open for WUATA Parties in April, May and June. Additional event dates will be posted on [GoCCL.com](http://GoCCL.com), [WUATA.com](http://WUATA.com) and Carnival's [trade](#) and [WUATA](#) Facebook pages as they are confirmed. To register, travel advisors should visit [GoCCL.com](http://GoCCL.com) or contact their business development manager.

The 100 Reasons Why Use a Travel Advisor initiative raises awareness about how travel advisors create value for their clients, with the goal of reaching more consumers this year and encouraging them to use a travel advisor. New for the 2020 program is the debut of monthly initiatives with 100 different fun and exciting new giveaways, events, rewards and more to benefit travel advisors and their clients.

The program's other current initiative, running through Feb. 29, 2020, is the "100 Rockin' Rewards" booking promotion. Travel advisors can earn 100 bonus reward points for every five bookings they enter in the Loyalty Rocks! Rewards Program, up to 1,000 points.

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](http://GoCCL.com). Carnival can also be found on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

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

## **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 27 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 two new ships scheduled for delivery – Mardi Gras in 2020 and an as-yet-unnamed ship in 2022.

## **MEDIA CONTACT**

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