



Carnival Corporation Launches New Brand, Creates New Travel Category

June 4, 2015

fathom pioneers social impact travel on a scale the world has never seen, with a focus on transformative, holistic impact and long-term sustainable development

fathom travel experiences, including the maiden voyage from Miami to the Dominican Republic in April 2016, can be booked via travel agent or by phone at 1-855-9fathom or online at www.fathom.org

WASHINGTON HEIGHTS, N.Y., June 4, 2015 /PRNewswire/ -- [Carnival Corporation & plc](http://www.carnivalcorp.com) (NYSE/LSE: CCL; NYSE: CUK), the world's largest travel and leisure company, today launched a new brand called **fathom™**, defining a new travel category it is calling "social impact travel," that will offer consumers authentic, meaningful impact travel experiences to work alongside locals as they tackle community needs. What sets **fathom** apart is the long-term, systematic partnership approach with its partner countries paired with the unique business model that allows for sustained impact and lasting development. **fathom's** scale and global vision reach beyond what the world has ever seen.



The company's first destination will be the Dominican Republic, a country known for its spectacular beauty but also a country where the average household income is approximately \$6,000 USD a year and more than two million Dominicans do not have access to piped water.

fathom will operate as a standalone brand, the 10th global brand in the Carnival Corporation family.

Beginning in April 2016, **fathom** will embark on seven-day voyages from PortMiami aboard the MV Adonia, a 710-passenger vessel redeployed from Carnival Corporation's P&O Cruises (UK) for the start-up of the new operation. Depending on their passions, interests and skills, travelers will have the opportunity to choose from a range of social impact activities and experiences both onboard and onshore.

Travel That Creates Enduring, Transformative Social Impact

"**fathom** will cater to a growing market of consumers who want to have a positive impact on people's lives, and aren't always sure where to begin," said Arnold Donald, CEO of Carnival Corporation. "We believe travel is a meaningful way to allow for personal growth while making purposeful and engaging contributions to the world. We are so pleased that **fathom** will give travelers a unique opportunity to work alongside local people as part of a larger scale effort that will demonstrably improve lives. Both our travelers and the local citizens will learn and benefit from the opportunity to serve together."

Donald brought in a non-traditional, social entrepreneur, Tara Russell, Founder and Chairman of Create Common Good (www.createcommongood.org), a food production social enterprise, to lead this effort. Russell will serve as President of **fathom** and as Global Impact Lead for Carnival Corporation. Russell established and led the team that has been working on the design and business model for **fathom** since late 2013.

"We created **fathom** to meet the real hunger in the world for purpose, while at the same time tackling profound social issues through a sustainable business model," said Russell. "We harness the assets and resources of the world's largest travel and leisure company and combine them with the talents and hearts of those working in social enterprises around the world."

"Travelers will work in partnership with proven, trusted local organizations on the ground to amplify their missions for far greater, sustained impact," Russell said. "Because **fathom** will bring hundreds of travelers to a destination on a regular basis, **fathom** can achieve focused and holistic, collaborative contributions in a broad region of the country – allowing **fathom** travelers to make a collective, transformative impact that they know will

extend far beyond their involvement. They also will know they played an important role in ensuring the region flourishes. We are excited about making the Puerto Plata region of the Dominican Republic our first partner destination, and we are optimistic about taking all that is being built in and through **fathom** to other global destinations and to the broader Carnival corporate family."

According to Russell, the **fathom** team took an innovative design-thinking approach to deeply understanding both its travelers, as well as the needs identified by stakeholders across all parts of society in the Dominican Republic, and will continue to leverage the unique approach.

"**fathom** will mobilize, educate and equip up to 700 travelers on every trip allowing for thousands of impact activity days per week – and tens of thousands of travelers a year to communities of promise, providing unprecedented scale for impact," said Russell. "**fathom** has been built differently, having worked carefully to ensure any and all efforts **fathom** travelers engage with are authentically impactful, scalable and sustainable. **fathom's** scale allows the opportunity to continuously innovate in the social impact space, while achieving holistic, transformational societal contributions that will help a broad region flourish."

Based on extensive market research, **fathom** has identified a sizable and growing market of potential social impact travel consumers – approximately one million North Americans who are strongly predisposed, in addition to global travelers already pursuing service-oriented travel experiences worldwide – who will be interested in this type of travel offering.

In addition, the company believes **fathom** will attract a significant number of travelers who have never before cruised. According to research, nearly 40 percent of the individuals who will book a social impact trip on **fathom** might otherwise never have chosen to cruise.

According to Russell, **fathom** will attract people of all ages and from all walks of life, but especially North American, U.K. and Australian citizens ages 20 to 60 years old who are eager to discover their individual gifts, and unleash their personal passions and talents to improve the world. The company expects to be particularly popular among:

- Millennials – people in their 20s and 30s looking to make a difference in the world;
- Parents seeking a way to open their children's eyes to other parts of the world in a meaningful way (approximately half of travelers are expected to be families); and
- Adults 50+ years of age eager to find rewarding ways to help other people apart from writing a check.

"During the past 10 years, in countless conversations I have had with people eager to serve others and make meaningful societal contributions, there has been a common theme – people struggle to know where they fit in and often people have challenges finding trusted, easy ways to make a difference," said Russell. "**fathom** exists to address this desire and to create enduring, life-changing impact, both in the communities where **fathom** operates, and in the lives of the travelers who embark on one of our journeys, allowing for unique impact experiences before, during and after the trip."

Dominican Republic identified as fathom's first social impact partner destination

The new brand selected the Puerto Plata region of the Dominican Republic as its first impact destination based on a number of factors: genuine needs, infrastructure to support social initiatives, enthusiasm for the **fathom** concept by locals at all layers of society including country officials, its location (proximity to Miami and Amber Cove, the new Dominican destination being launched by Carnival Corporation in October 2015), its innate beauty. The **fathom** team worked closely with local Dominicans, resident Dominican business and educational leaders, Dominican government officials and leading non-governmental organizations (NGOs) in the country to fully understand the societal needs and determine the best way for **fathom** to participate in addressing those needs.

fathom has initially identified two lead impact partners in the Dominican Republic – Entrena and the Instituto Dominicano de Desarrollo Integral, Inc. (IDDI). Both organizations have deep roots in the country, including long-established programs and strong social connections in the northern Dominican region. **fathom** travelers will work alongside these organizations across the northern region to help Entrena and IDDI programs achieve much greater impact. Because **fathom** will regularly transport hundreds of travelers to the country, the support will be significant and sustainable – **fathom** travelers will make long-lasting contributions to the community.

A portion of every ticket purchase price will go directly to **fathom** partner organizations to cover on-the-ground activities in the Dominican Republic, including supplies, travel, personnel to assist with the activities and funding to support the partner organizations' overall missions. This sustained partnership between **fathom** and its impact partners allows these organizations to have predictable revenue streams to even further amplify their missions.

"Having led the Dominican based non-profit IDDI, for more than 31 years, I have worked with a very large number of corporations ranging from energy, sugar, chocolate and cigar producers, as well as tourism and free-trade zone companies," said David Luther, founder and executive director of IDDI, a non-profit organization with the mission to help alleviate poverty in rural and urban areas of the Dominican Republic. "I have always insisted on a horizontal relationship based on a win-win partnership, but on many occasions it has taken a great deal of convincing on our part for these to understand the benefits to the private sector of improving the overall well-being of Dominican society."

"**fathom** and Carnival Corporation are without a doubt the exception. They are making a strategic bet on contributing to the development of the Dominican Republic incorporating this initiative into their business plan, which is to me a remarkable step for a corporation of their size. This is not just Corporate Social Responsibility, but a vision of bringing people together as a catalyst for change, be they passengers on a ship or members of low-income communities – very, very innovative. In this, **fathom** and Carnival Corporation are demonstrating they are willing and capable of creating experiences that transform lives."

"Entrena is excited about and committed to the **fathom** concept of impact travel for the north coast of the Dominican Republic," said John Seibel, founder and president, Entrena, an organization specializing in training, education, and social enterprise. "We believe this concept will enhance sustainable development efforts to foster widespread prosperity among these Dominican communities by improving lives, creating hope for the future, and providing profound and meaningful experiences for **fathom** and for all Carnival Corporation passengers."

fathom experience focuses on education, environment and economic development

The **fathom** journey is a carefully designed, holistic impact journey and will begin with one to two days at sea preparing hearts and minds for the

on-the-ground experience, including a wide variety of fun and engaging impact-readiness experiences, ranging from an orientation to the Dominican Republic, conversational Spanish lessons, impact activity training, creative workshops, personal enrichment and much more.

fathom travelers may build their own schedules and will have the flexibility each day to choose from a variety of social impact and recreational activities. At launch, the company will offer a selection of fun, immersive, and meaningful activities focused on education, the environment, and economic development along with all the incredible experiences the Puerto Plata region innately has to offer.

Impact activities will vary in length from a few hours to multiple days. Depending on their passions and skills, travelers may spend up to three days on causes they care about, working alongside locals and **fathom** partner organizations on one or more projects suitable for a wide range of ages, levels of skill and amounts of physical activity. Sample activities may include:

- **Economic Development:** Help cultivate cacao plants and organic fertilizer at a nursery and assist a local women's cooperative in producing artisan chocolates. This activity is designed to produce high-quality plants to increase farmers' yields through sustainable practices and – importantly – create income opportunities for rural women. Over time, this activity will allow the cooperative to increase their workforce so the cooperative can achieve economic independence.
- **Educational:** Work side by side with Dominican school teachers in classrooms to teach English skills and help boost students' academic performance; and participate in adult-learning programs to teach small groups of local community members conversational English to help improve their ability to qualify for jobs that provide a higher level of income.
- **Environmental:** Provide hands-on support to craft and build water filters – using clay, a natural resource found locally – and deliver those filters to families throughout the community to provide healthy drinking water. With limited piped water supply, this will make a meaningful difference in the quality of people's lives throughout the region.

"Together we aim to help communities and travelers flourish by providing immersive, life-changing experiences for travelers and allowing our partner communities to prosper," said Russell.

When not participating in social impact activities, travelers will enjoy exploring the beauty of the region, experiencing the many Dominican beaches and sites of interest, or participating in any one of an array of different recreational activities available to the entire family of Carnival Corporation brands visiting Amber Cove and the Puerto Plata region.

The onboard experience will be customized to this unique travel market, including specialized, purposeful retail options and amenities, as well as geographically inspired menus, music, and additional onboard cultural immersion. While docked in the Dominican Republic, the **fathom** ship will serve as a comfortable, convenient home-base for travelers.

Travelers may reserve travel on future fathom voyages

Travelers may reserve a spot on future **fathom** sailings by calling any travel agent or visiting www.fathom.org or by calling 1-855-9fathom. Prices for the seven-day trip to the Dominican Republic start at \$1,540 per person, which includes an exterior cabin with a window, all meals on the ship, onboard social impact immersion experiences, three on-shore social impact activities and related supplies, taxes, fees, and port expenses. Prices will vary by season.

There will be four pricing levels, based on cabin configuration and location – interior cabins, exterior cabins with a window, exterior balcony cabins and suites. Additional recreational activities, cabin upgrades, and dining and beverage packages will be priced separately. Travelers may begin tailoring their trip in fall 2015 (e.g., impact activities selection, cabin selections, etc.).

The future of social impact in Carnival Corporation

In addition to leading the new **fathom** brand, Russell will work with Carnival Corporation's nine other brands in her role as Global Impact Lead on social impact strategies and opportunities.

"With **fathom**, we are building one-of-a-kind, collaborative community social impact models and experiences and a solid network of reputable local and global NGO partnerships that, once established, can be considered for replication across global regions and company brands," said Russell. "As **fathom** grows and evolves, we will continue exploring additional **fathom** destinations and experiences and identify powerful brand partnerships we can establish, both within the Carnival Corporate family, and also more broadly outside the corporation with other like-minded impact brands.

"In addition, we will evaluate these unique **fathom** assets to determine which models can be scaled across other Carnival brands as a way to bring new experiences to existing cruise line guests."

About Carnival Corporation

Carnival Corporation & plc is the largest cruise company in the world, with a portfolio of cruise brands in North America, Europe, Australia and Asia, comprised of Carnival Cruise Lines, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia), P&O Cruises (UK) and **fathom**.

Together, these brands will operate 100 ships in 2015 totaling 219,000 lower berths with eight new ships scheduled to be delivered between 2016 and 2018. Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour companies in Alaska and the Canadian Yukon. Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only group in the world to be included in both the S&P 500 and the FTSE 100 indices.

Additional information can be found on www.carnival.com, www.hollandamerica.com, www.princess.com, www.seabourn.com, www.aida.de, www.costacruise.com, www.cunard.com, www.pocruises.com.au, www.pocruises.com and www.fathom.org.



Photo - <http://photos.prnewswire.com/prnh/20150604/220930>

Photo - <http://photos.prnewswire.com/prnh/20150604/220931>

Logo - <http://photos.prnewswire.com/prnh/20150604/220929LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/carnival-corporation-launches-new-brand-creates-new-travel-category-300094362.html>

SOURCE Carnival Corporation & plc

Media Contacts: Roger Frizzell, Carnival Corporation, RFrizzell@Carnival.com, (305) 406-7862, Mike Flanagan, LDWWgroup, Mike@LDWWgroup.com, (727) 452-4538, Investor Relations: Beth Roberts, Carnival Corporation, ERoberts@Carnival.com, (305) 406-4832