



## Fathom Celebrates Its Partner Kind Traveler's One-Year Anniversary

August 16, 2017

**As a founding sponsor, Carnival Corporation's Fathom brand supports Kind Traveler's mission to empower travelers to do good by using its network of hotels, destinations and charities**

MIAMI, Aug. 16, 2017 /PRNewswire/ -- Fathom -- the immersion and enrichment experience brand from [Carnival Corporation](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest leisure travel company -- salutes the one-year anniversary of [Kind Traveler](#), the travel industry's first socially responsible, 'Give + Get' hotel booking platform and blog. As a founding sponsor of Kind Traveler, Fathom celebrates all of the partners who have come together to create values-aligned travel options and help expand its intent to empower travelers to get closer and touch the heart of new destinations while becoming a force that benefits communities globally.

Additionally, celebrating 2017 as the United Nations-designated International Year of Sustainable Tourism, Fathom and the other 130 hotels, charities and destinations that have teamed up with Kind Traveler are working together to fulfill Kind Traveler's mission, which is strategically aligned with the U.N.'s Global Goals for Sustainable Development: preventing poverty, protecting the planet and promoting wellbeing for all.

The way it works is simple: Travelers give a \$10 nightly donation to a local charity that positively impacts the neighborhood they are traveling to, or to a charity of choice. As a reward for their donation, travelers unlock an exclusive hotel rate and special perks with curated hotels and unique properties throughout the United States, Mexico, Canada, the Caribbean and Costa Rica.

One hundred percent of the donations raised on the Kind Traveler platform are given to charity. In addition to being a socially conscious hotel booking platform, Kind Traveler is an ideal place for travelers to receive inspiration on how to live and travel consciously through its blog and Kind News, or where they can win popular prizes and travel packages via its 'Win This' section of the site.

"We are delighted to celebrate and congratulate Kind Traveler on their first year of successfully empowering travelers to bring kindness to the world in simple, thoughtful and creative ways," said Tara Russell, president of Fathom and global impact lead for Carnival Corporation. "From the start, we've been aligned and incredibly impressed by Kind Traveler and their drive to create positive and meaningful immersion experiences for travelers, and we look forward to continuing to foster our beautiful partnership as we work together to broaden the ecosystem of good travel."

Metrics of 'What \$10 Can Do' are communicated throughout the site, giving travelers a tangible example of the type of impact they can create by booking with Kind Traveler.

For example, an exclusive hotel rate is unlocked with a \$10 donation to City Harvest that will also help feed 40 in-need New Yorkers. A \$10 donation can also help plant 10 trees with Arbor Day Foundation, provide 40 nutritional meals for school children in need with World Food Program USA, and feed one rescue animal for one week with Animal Defenders International.

In addition to making a positive impact, travelers will receive exclusive rates that are as or more competitive than many travel booking sites, as well as perks such as complimentary breakfast, discounted spa treatments, waived resort fees, etc.

"We are witnessing a powerful shift towards consciousness in traveler spending, and Kind Traveler is facilitating the connection between travelers and businesses that want to be an active participant in addressing societal and environmental challenges," said Jessica Blotter, CEO & Co-Founder of Kind Traveler.

According to [the 2017 Cone Communications CSR Study](#), 89 percent of consumers will switch to a brand that supports a good cause over one that does not, given similar price and quality. Before Kind Traveler, there was not a hotel booking site that helps travelers vote with their dollars for causes they care about with the reward of exclusive hotel rates.

For all charity information and destinations, visit [www.kindtraveler.com](http://www.kindtraveler.com). Please tell your friends, share your experience with us on social media -- [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) - and remember to #TravelKindly.

[Click to Tweet](#): 130 Hotels, Destinations + Charities on @Kind\_Traveler Giving Travelers the Power to do Good #TravelKindly KindTraveler.com

### About Carnival Corporation & plc

Carnival Corporation & plc is the world's largest leisure travel company and among the most profitable and financially strong in the cruise and vacation industries, with a portfolio of 10 dynamic brands that include nine of the world's leading cruise lines. With operations in North America, Europe, Australia and Asia, its portfolio features Carnival Cruise Line, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia) and P&O Cruises (UK), as well as Fathom, the corporation's immersion and enrichment experience brand.

Together, the corporation's cruise lines operate 103 ships with 231,000 lower berths visiting over 700 ports around the world, with 17 new ships scheduled to be delivered between 2018 and 2022. Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour company in Alaska and the Canadian Yukon. Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only dual listed company in the world to be included in both the S&P 500 and the FTSE 100 indices.

In 2017, Fast Company recognized Carnival Corporation as being among the "Top 10 Most Innovative Companies" in both the design and travel

categories. Fast Company specifically recognized Carnival Corporation for its work in developing Ocean Medallion™, a high-tech wearable device that enables the world's first interactive guest experience platform capable of transforming vacation travel into a highly personalized and elevated level of customized service.

Additional information can be found on [www.carnival.com](http://www.carnival.com), [www.fathom.org](http://www.fathom.org), [www.hollandamerica.com](http://www.hollandamerica.com), [www.princess.com](http://www.princess.com), [www.seabourn.com](http://www.seabourn.com), [www.aida.de](http://www.aida.de), [www.costacruise.com](http://www.costacruise.com), [www.cunard.com](http://www.cunard.com), [www.pocruises.com.au](http://www.pocruises.com.au) and [www.pocruises.com](http://www.pocruises.com).

#### About Kind Traveler

Kind Traveler, a Public Benefit Corporation (PBC), is the first socially-conscious, 'Give + Get' hotel booking platform to empower travelers to become a force that benefits the wellbeing of communities, the environment, and animals. Travelers 'give' to a local charity that positively impacts the neighborhood they are traveling to, or to a charity of choice; as reward for their donation, they 'get' an exclusive rate to book directly with curated hotels and unique properties. 100 percent of the donations raised on the Kind Traveler platform go directly to charities.



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