



Carnival Cruise Line Launches Upgrade Program For Travel Agents

March 14, 2018

Agents Participating in "Be the Hero" Program Will Receive Commissionable Upgrade Offers for Clients

MIAMI (March 14, 2018) – Carnival is providing travel agents an opportunity to offer specially priced cabin upgrades to their booked clients with its new "Be the Hero" program. Starting today, travel agents may opt in via the line's travel agent web site, GoCCL.com, to receive special upgrade offers sent only to participating agents. All confirmed and paid upgrades will be fully commissionable.

We know how much our guests value the experience of booking with travel agents and this upgrade opportunity provides an additional way for agents to deliver enhanced sales and service to their clients," said Carnival's Senior Vice President of Sales & Trade Marketing, Adolfo Perez. "Our research shows that guests who sail in upgraded accommodations have a greater tendency to continue booking at that level moving forward, making this an ongoing upsell opportunity for our travel partners."

Upgrade offers will range from upgrades within the booked category, from an interior to an ocean view or balcony, and an ocean view or balcony to a suite. Upgrades are based on availability and are offered on a first-come-first-served basis.

Upgrade offers as part of the "Be the Hero" program will be sent to agents with eligible bookings who have registered for the program. Offers will be sent on a weekly basis to all travel agents registered for the program starting April 11, 2018. Travel agents may register to participate in the program starting today through April 4, 2018.

Once enrolled in the "Be a Hero" program, agents may access selected upgrades for their clients via the "upgrade your client" link in the "manage booking" section of GoCCL.com. They may also send their clients available upgrade offers, with a ready-to-use templates created and provided by Carnival. Payment is due at the time of redemption and agents will receive a report with completed upgrades, including their enhanced commission, the following day.

The "Be the Hero" program is the line's latest addition to *#thelist*, which includes new travel agent initiatives as part of its "Travel Agents Rock" program. For more information, travel agents may visit GoCCL.com.

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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 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and Carnival Panorama in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

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