



Carnival Cruise Line Takes To The Road With “Agentpalooza 2018” Bus Tour For Travel Agents

April 11, 2018

Tour Encompasses Four Stops in Southern California; Features ‘Travel Agents Rock’ T-Shirt Design Contest to Benefit St. Jude Children’s Research Hospital®

MIAMI (April 11, 2018) - Carnival Cruise Line will visit agents on its popular festival- inspired "Agentpalooza" bus tour from June 11-14 with stops throughout Southern California. Hosted by Carnival's Senior Vice President of Sales & Trade Marketing Adolfo Perez and the line's sales leadership team, each tour stop includes five different areas featuring specific entertainment and sales and marketing activities. A main stage will feature new marketing and product experiences and a variety of engaging entertainment activities between agents and Carnival sales team members.

"Last year's event was such a great success thanks to the support, active participation and enthusiasm of the thousands of travel agent partners who showed us exactly why we call them rock stars," said Perez. "We're excited to take the bus tour to Southern California and visit with agents as we build excitement for the arrival of our newest ship, Carnival Panorama, which arrives in Long Beach at the end of 2019."

New this year with the Agentpalooza tour is a T-shirt design contest that launches today. Agents may submit a rock&roll-inspired design to the line through April 25, 2018. A Carnival judging panel comprised of Perez, Carnival Cruise Line's President Christine Duffy and Carnival Cruise Line's Vice President of North American Sales Mike Julius will select a final design to be featured on the official 2018 Agentpalooza T-shirt. The winner will receive a seven-day Carnival Caribbean cruise and five runners up will receive \$100 gift cards. The T-shirts will be sold at each event, with all profits going to St. Jude Children's Research Hospital.

Stops on the "Agentpalooza" bus tour schedule include:

- o June 11: Pasadena, Calif. – Rose Bowl Stadium
- o June 12: Orange County, Calif. – Mile Square Park
- o June 13: San Diego, Calif.- Chula Vista Bayside Park
- o June 14: Long Beach, Calif.- Carnival's Long Beach Cruise Terminal

Each event will feature a red carpet entrance where agents may take "selfies" using a custom "Travel Agents Rock" filter. Agents will also have an opportunity to sign their name on the Agentpalooza bus and apply temporary "Travel Agents Rock" tattoos resembling the tattoo Perez had inked on his arm at last year's event.

As a new element, agents may participate in games designed to bring Carnival's onboard experience to life, all of which will be hosted by a Carnival cruise director. These include a "Choose Fun" trivia game, bingo and dancing. Throughout the event, agents will meet and interact with the sales leadership team and their local business development directors. A merchandise tent will have Carnival items for sale with all profits benefiting St. Jude Children's Research Hospital. Light snacks will be provided and exciting prizes, including a complimentary Carnival cruise for two, will be given away at each "Agentpalooza" tour stop.

Registration is now open. Travel agents are encouraged to sign up early for these events, as availability is limited. During the tour dates, agents will also be able to follow the tour and participate in events online via GoCCL.com and Carnival's trade Facebook page. For complete details surrounding Carnival's "Agentpalooza" bus tour, 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 26 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. The line currently has three new ships scheduled for delivery – the 133,500-ton Carnival Panorama in 2019 and two as-yet-unnamed 180,000-ton ships in 2020 and 2022.

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