



Carnival Cruise Line Celebrates National Travel Advisor Day with Search for the 'Most Trusted Travel Advisor' in New WUATA Contest

May 1, 2019

Prizes include cruise on Mardi Gras for winner, their nominating client and two runners-up; plus winning agent also receives bonus \$1,000 cash plus cruise commission

MIAMI (May 1, 2019) — Is your travel agent an all-around rock star? To celebrate National Travel Advisor Day today, May 1, Carnival Cruise Line is launching a search for the best of the best in a new contest that supports the yearlong "Why Use a Travel Advisor" (WUATA) program dedicated to promoting the value of travel agents. With the launch of Carnival's "Most Trusted Travel Advisor" contest, consumers can brag why their travel advisor is the best in the business in the quest for the title.

Not only will the winning advisor be named Carnival's "Most Trusted Advisor," the agent and their client nominator will be awarded a cruise on Mardi Gras — debuting in August 2020 — and roundtrip airfare, and the agent also will receive \$1,000 bonus and the commission from their client's Mardi Gras cruise.

"Our 'WUATA' program was created to celebrate the benefits of using a travel advisor, and there's no better way to reinforce that sentiment than by asking clients to help us choose Carnival's Most Trusted Travel Advisor in North America!" said Adolfo Perez, Carnival's senior vice president of sales and trade marketing. "We know it takes hard work and dedication from agents to make their clients' vacation dreams come true, and we want to recognize their efforts. Carnival's 'Most Trusted Travel Advisor' is out there, and we can't wait to introduce him or her to the world."

To nominate a travel advisor, clients can visit www.wuatacontest.com and submit a short story on why their travel advisor deserves the title by recalling a time when they saved the day, made them feel extra special or went above and beyond the call of duty. The contest is open from May 1 through Oct. 29, 2019, and the winner will be announced at CruiseWorld in Fort Lauderdale, Florida, Nov. 13, 2019.

The three finalists will be selected by a committee of judges including Ann Chamberlin, senior vice president, membership & strategic partnerships for American Society of Travel Advisors; Charles Sylvia, vice president, membership and trade relations, for Cruise Lines International Association; and members of Carnival's Sales Leadership Team. All three travel advisors will receive an all-expenses paid two-day/one-night trip to CruiseWorld, where the grand prize winner will be announced in front of an audience of more than 1,000 of their peers and industry professionals.

In addition to the title the "Most Trusted Travel Advisor," the grand prize winner and their nominating client each will receive a cruise for two aboard Mardi Gras, with roundtrip airfare to the embarkation city. The newly named 'Most Trusted Travel Advisor' also wins a \$1,000 cash prize plus commission from their client's Mardi Gras cruise. The first and second runner-up travel advisor winners also each will receive a cruise for two aboard Mardi Gras and roundtrip airfare to the embarkation city. All three winners will be celebrated by the Carnival Sales Team during key events at CruiseWorld.

National Travel Advisor Day

Carnival's "Most Trusted Travel Advisor" WUATA Contest is launching May 1 in support of National Travel Advisor Day. The day will be celebrated throughout the industry, and travel advisors can follow all of the events and activities at www.ASTA.org/TravelAdvisorDay and on social media with the hashtag #TravelAdvisorDay.

What is WUATA?

Aimed at helping travel professionals attract new clients and deepen the loyalty of existing clients, Carnival's WUATA: Why Use A Travel Advisor is a multifaceted program with special events that bring clients and industry experts together to promote the travel advisor community. WUATA features WUATA Parties in four cities, social media promotions, contests, exclusive merchandise, giveaways and WUATA Word, an innovative crowdsourced word cloud that grows throughout the year as the movement expands. Easy-to-use tools are available on GoCCL.com to help travel advisors spread the word to existing and potential clients.

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. Carnival can also be found on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

Journalists also can visit Carnival's media site, Carnival-news.com or follow the line's PR department on Twitter at twitter.com/CarnivalPR.

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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 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 three new ships scheduled for delivery — Carnival Panorama set to debut in 2019, Mardi Gras in 2020 and an as-yet-unnamed ship in 2022.

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