



## Carnival Corporation's Online "CRUISE-A-NALITY" Tool Generates Nearly a Quarter of a Million Visits

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**Industry-first tool from world's largest travel and leisure company helps consumers discover their cruise persona - and which cruise lines are right for them**

**65 percent of quiz participants were women, and close to 40 percent of consumer CRUISE-A-NALITY personas were "Captain Spontaneous" or "The Free Spirit"**

MIAMI, Feb. 24, 2015 /PRNewswire/ -- [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest travel and leisure company, today announced it attracted nearly a quarter of a million visits to its unique "CRUISE-A-NALITY" tool – an easy, fun and industry-first quiz that helps people determine what type of cruise vacation and brand experience is right for them. The results are based on a six personality-focused questions that generate a cruise "persona" for all types of travelers.

Of the thousands of people who completed the "CRUISE-A-NALITY" quiz, a total of 65 percent were women. Additionally, when combining both male and female respondents, nearly 40 percent of consumers who completed the quiz qualified as a "Captain Spontaneous" (male) or "The Free Spirit" (female) cruise personality – meaning they are up for whatever experience is thrown their way and always looking for a good time.

The "CRUISE-A-NALITY" tool, available on Carnival Corporation's [World's Leading Cruise Lines](#) website, combines onboard experience-based questions with destination-based questions to provide tailored cruise brand recommendations for each participant. For instance, if a male answered questions about what kind of onboard experience he was looking for that led him to the "Captain Spontaneous" persona and chose that he is looking for a tropical getaway, he might be provided with recommendations to travel on the company's Carnival Cruise Line, Princess Cruises or Costa Cruises brands.

"The CRUISE-A-NALITY tool is a fun way for travelers to look for the cruise vacation experience that is best for them," said Ken Jones, vice president of group marketing and insights for Carnival Corporation. "It is easy to do, and it is helping our current and potential guests get a better understanding of their cruise personas. The more we can help get the right people on the right ship for the right occasion, the more we are able to ensure we exceed guest expectations. And of course, we always encourage our guests to work with their travel agent, who can provide excellent insight into how to make the most of a cruise vacation."

The quiz has been an engaging tool for consumers, with people spending on average more than two and a half minutes on the site per visit. When that amount of time is combined with the more than 200,000 visits to the tool, it accounts for 445 days, or more than a year of time, exploring their cruise personality. When taking the quiz, there are 30 possible "CRUISE-A-NALITY" personas available. This includes the below eight corresponding personalities -- four male, four female -- that were the most popular personas based on consumer answers to the quiz:

MOST POPULAR CRUISE-A-NALITIES		
CRUISE-A-NALITY	Description	Percent of Quiz-Takers
Captain Spontaneous (male) The Free Spirit (female)	These personas are up for anything in pursuit of a good time on their cruise vacation	36% male 38% female
Adventure Man (male) Madame Adventurous (female)	These personas are ready to take on any adventure out there	18% male 21% female
The Super Dad (male) The Ultra Mom (female)	These personas are the ultimate-parents looking to have a good time with their kiddos	11% male 11% female
Admiral Amorous (male) LadyLove (female)	These personas are the romantic-type looking to enjoy time with a significant other	11% male 9% female

Carnival Corporation launched the "CRUISE-A-NALITY" quiz as part of its new multi-brand marketing initiative targeting new cruisers, which led to the company airing a 60-second TV commercial during the Super Bowl on February 1.

### 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 Line, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia) and P&O Cruises (UK).

Together, these brands operate 100 ships totaling 212,000 lower berths with 10 new ships scheduled to be delivered between now 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](#) and [www.pocruises.com](#).

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