



## **Carnival Corporation's New Social Impact Brand Fathom Launches POLAR Online Booking Tool to Help Travel Professionals Save Time and Earn More with Convenient Online Access to the Entire Fathom Portfolio**

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*Fathom unveils POLAR Online, making it easier than ever for travel professionals to completely control all aspects of their Fathom marketing, sales and bookings*

*Represents Fathom's continued focus on providing travel professionals with the tools, programs and resources they need to sell the unique and high-value Fathom experience*

**SEATTLE, Wash. Sept. 24, 2015** – [Fathom](#), the pioneer in social impact travel and Carnival Corporation's (NYSE/LSE: CCL; NYSE: CUK) 10<sup>th</sup> and newest brand, today announced the availability of POLAR Online, a comprehensive, user-friendly online booking engine giving real-time booking access to travel professionals. The tool will enable travel professionals to more conveniently book for their clients' purpose-driven voyages, representing a different kind of cruise that combines travelers' love of travel with their desire to make a difference. The reliable POLAR Online system is so easy to use that travel professionals will be able to book a Fathom experience in as little as two minutes.

"We want to give travel professionals more resources and make it easier for them to serve their clients so together we can unlock the burgeoning market of eager and passionate purpose-driven travelers to begin making an impact in the world," said Tara Russell, president of Fathom and global impact lead for Carnival Corporation. "POLAR Online gives our agent partners the flexibility to book and service reservations at their convenience."

POLAR Online features more than 40 functions designed to optimize the Fathom experience for travel professionals by providing access to the best Fathom fares, as well as exclusive selling and management services. The robust booking engine will serve as a travel professional portal for all Fathom information, including destinations, ship details, and ongoing specials that will benefit both travel agents and their clients. POLAR Online is ideal for booking and managing Fathom experiences for both individual travelers and groups, as well.

The sophisticated POLAR Online system gives travel professionals complete control of all aspects of their sales and bookings, allowing them to book and service reservations at their convenience. Agents may use the system to reserve staterooms for their clients directly online, sort and search sailings by price, and automatically charge final payments to clients' credit cards. Travel professionals also may promptly change sailings on deposited bookings, list bookings by voyage, group contract, or cross-reference ID and review extended options. Additionally, agents may take advantage of POLAR Online's innovative UPSELL feature to seamlessly move clients to higher fare categories.

The award-winning POLAR Online booking tool is considered the most comprehensive, user-friendly online resource in the travel industry. Popular among travel professionals, the tool is already used across multiple Carnival Corporation brands. Fathom's rollout of POLAR Online represents the company's continued focus on providing tools, programs and resources to help travel professionals save time and earn more by making Fathom cruise selling easier than ever. In July, Fathom unveiled a complete catalog of offerings and incentives for travel professionals and group travel planners for 2016, including a generous 15 percent commission on all bookings made between now and November 30, 2015.

Travelers may reserve a spot on future Fathom sailings by calling any travel professional or visiting [www.fathom.org](http://www.fathom.org) or by calling 1-855-9Fathom. Learn more at [www.Fathom.org](http://www.Fathom.org).

Prices for the seven-day trips to the Dominican Republic start at \$974 per person, excluding taxes, fees and port expenses and including all meals on the ship, onboard social impact immersion experiences, three on-shore social impact activities and related supplies. Prices will vary by season.

Prices for seven-day itineraries to Cuba start at \$1,800 per person, excluding Cuban visas, taxes, fees and port expenses and including all meals on the ship, onboard social impact immersion experiences and certain on-the-ground cultural immersion activities. Prices will vary by season. To reserve a spot on future sailings, travelers may call 1-855-9Fathom or through a travel professional. Learn more at [www.Fathom.org](http://www.Fathom.org).

### **About Fathom**

Fathom is a different kind of cruise that combines one's love of travel with the desire to make a difference in the world. It is a new category of travel. Part of the Carnival Corporation (NYSE/LSE: CCL; NYSE: CUK) family, Fathom offers consumers authentic, meaningful travel experiences to enrich the life of the traveler and work alongside locals as they tackle community needs. Fathom is unique in that it leverages Carnival Corporation's expertise and scale for a one-of-a-kind business model to create long-term collaboration with its partner countries, allowing for sustained social impact and lasting development. Fathom will serve the sizable and growing market of potential social impact travel consumers – approximately one million North Americans – in addition to global travelers already pursuing service-oriented travel experiences worldwide.

Sailing aboard the MV Adonia, a 710-passenger vessel redeployed from Carnival Corporation's P&O Cruises (UK), Fathom will mobilize, educate and equip travelers on every trip allowing for thousands of impact activity days per week – and tens of thousands of travelers a year to communities of promise, providing unprecedented scale for impact.

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