



## **Carnival Cruise Line To Begin Operations In China In 2017**

October 13, 2015

*Will launch service with one ship based in China year-round*

*offering cruises catering to Chinese guests*

MIAMI AND SHANGHAI (October 13, 2015) -- Carnival Cruise Line announced today that it will begin cruise operations in China starting in spring 2017 with one vessel based in China year-round offering cruises marketed to Chinese guests.

Carnival Cruise Line, the world's most popular cruise brand, will offer an exceptional and memorable vacation experience to Chinese guests featuring outstanding service, extensive, high quality family programming, and expansive dining and entertainment choices. Some aspects of the shipboard experience will be modified to cater to Asian tastes.

"We are very excited to bring the truly special and unique cruise experience that has made Carnival the world's most popular cruise line to China," said Carnival Cruise Line President Christine Duffy. "More than 4.5 million guests a year choose to spend their vacations with us based on the high quality, enjoyable and memorable experience we provide and we look forward to introducing Chinese consumers to the Carnival brand."

The company will be partnering closely with sister company Costa Asia for sales, marketing and operational support. Costa has a well-established presence in Asia and has operated cruises in China for the past nine years. Carnival Cruise Line's China operations will also utilize the services of the newly announced Carnival Corporation Shared Services Group based in Shanghai.

Additional details will be announced in the near future including specific ship and itinerary information.