



## Got the Winter Blues? Take a Carnival Corporation Virtual Cruise

February 18, 2016

**Carnival Corporation teams with AT&T and Samsung to offer virtual reality simulation of cruise vacation, inspiring consumers to "see" themselves aboard a winter getaway**  
**National initiative to appear for a limited time in 133 AT&T stores beginning February 19, also include opportunities to win seven-day cruise**

MIAMI, Feb. 18, 2016 /PRNewswire/ -- [Carnival Corporation & plc](#), the world's largest leisure travel company, today announced a new virtual reality (VR) cruise simulation that will be available at 133 AT&T stores in 37 states around the United States from February 19 through March 11. Using Samsung Gear VR technology, the in-store virtual reality display will provide a compelling experience that promises a way to get away from the winter blues, using the latest VR innovations to "see" why millions of people choose to book Carnival Corporation cruise getaways.

The VR content, developed by Carnival Corporation specifically for this winter experience, showcases decks, staterooms, entertainment venues and other exciting features on ships from the company's Holland America Line, Princess Cruises and Carnival Cruise Line brands, as well as beach and excursion offerings in Mexico, Barcelona and other popular destinations throughout the world.

Consumers can also enter a Carnival sweepstakes to win one of 10 seven-day cruises on Carnival Corporation's Holland America Line, Princess Cruises and Carnival Cruise Line brands by checking out the virtual reality experience and signing up via an in-store tablet or by visiting the microsite dedicated to this effort, [www.vrcruisewlcl.com](http://www.vrcruisewlcl.com). Sweepstakes terms and conditions are available here: <http://www.vrcruisewlcl.com/terms-and-conditions/>.

"Globally, the growing popularity of cruising vacations is far outpacing land-based vacations, by a 23 percent margin," said Arnold Donald, CEO of Carnival Corporation, the world's largest leisure travel company. "But there are still many people who have not had a chance to enjoy the one-of-a-kind experience we provide with one of our 10 cruise line brands. With most of the U.S. dealing with winter weather, the timing for this launch is designed to give people a fully immersive look at why cruising has become so popular as a great vacation at an exceptional value – and helps remind them to think about going on a cruise when planning their next vacation."

The in-store virtual reality display will utilize Samsung's proprietary Samsung Gear VR headset, wearable technology powered by Oculus featuring a wide field of view and precise head-tracking for a truly immersive experience. The VR experience, developed by Carnival Corporation, builds on the company's recent efforts to use virtual reality to attract new cruisers, including last year's unveiling of the all-new Carnival Vista where VR technology was used to preview the ship's innovative features before it officially launches in May 2016. Carnival Corporation's latest VR content is expanding to demonstrate both onboard and onshore experiences, giving consumers a fully immersive view of taking a cruise vacation.

In addition to experiencing the VR cruising simulator, any customer purchasing Samsung's GS6, GS6 Edge, GS6 Edge+ and Note 5 smartphones at one of the 133 AT&T locations during the promotion will be eligible for onboard credit for a future cruise within the next year on select Carnival Corporation brands – Carnival Cruise Line: \$25 toward a 3-5 day cruise or \$100 toward a 6+ day cruise; Holland America Line: \$100; Princess Cruises: \$100.\* A full list of participating AT&T locations is available here: <http://www.vrcruisewlclredemption.com/locations/>. Cruise credit terms and conditions are available here: <http://www.vrcruisewlclredemption.com/onboard-credit-terms-conditions/>.

"The VR experience is just another way to bring people the message that there's an easy and convenient way to get away from the cold and the snow this winter, whether it's for three days or for a week or more," added Donald. "Of course, while this simulation can help visualize the experience, we hope it's just the first step to taking a real cruise onboard one of our brands in the near future."

\*Offer ends 3/24/16. Req's installment agmt & elig. svc. Tax due at sale. If svc cancelled device balance is due. Get onboard credit within 60 days after register and submit proof of purchase to Carnival. Credit provided by Carnival and subject to its own terms & conditions. Charges & restr's apply. See a participating store for offer details

### **About Carnival Corporation & plc**

Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK) is the largest leisure travel company in the world, and among the most profitable and financially strong in the industry. With a portfolio of 10 cruise brands in North America, Europe, Australia and Asia, comprised of Carnival Cruise Line, Fathom, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia) and P&O Cruises (UK).

Together, these brands operate 99 ships totaling 216,000 lower berths with 17 new ships scheduled to be delivered between 2016 and 2020. 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&P500 and the FTSE 100 indices.

Additional information can be found on [www.carnival.com](http://www.carnival.com), [www.fathom.org](http://www.fathom.org), [www.hollandamerica.com](http://www.hollandamerica.com), [www.princess.com](http://www.princess.com), [www.seabourn.com](http://www.seabourn.com), [www.aida.de](http://www.aida.de), [www.costacruise.com](http://www.costacruise.com), [www.cunard.com](http://www.cunard.com), [www.pocruises.com.au](http://www.pocruises.com.au) and [www.pocruises.com](http://www.pocruises.com).

### **Corporation Virtual Reality Sweepstakes Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW.

**Sweepstakes Period:** The Virtual Reality Sweepstakes (the "**Sweepstakes**") begins on February 19, 2016 and ends March 11, 2016 (the "**Sweepstakes Period**"). Times to enter the Sweepstakes are based on the method of entry. Entries made in a Store shall be subject to the participating Store's operating hours during the Sweepstakes Period. Entries through the Site shall be permitted during the Sweepstakes Period beginning at 12:00:00 A.M. (U.S. Eastern) on February 19, 2016 and ending at 11:59:59 P.M. (U.S. Eastern) on March 11, 2016. Entries by mail shall be subject to the terms below.

**Who May Enter:** THIS SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 21 YEARS OF AGE OR OLDER. The following persons are not eligible to enter the Sweepstakes: (a) employees or officers of Carnival Corporation ("**Sponsor**"), Carnival plc, or their respective affiliates or subsidiaries; (b) employees or officers of AT&T Mobility, LLC, or its affiliates, parent company or subsidiaries; (c) employees or agents of any organizations directly involved with this Sweepstakes; (d) immediate family members (parent, child, sibling and spouse of each) and persons living in the same household as the persons identified in (a) through (c) above.

Full terms and conditions available here: <http://www.vrcruisewlcl.com/terms-and-conditions/>

Photo - <http://photos.prnewswire.com/prnh/20160218/334676>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/got-the-winter-blues-take-a-carnival-corporation-virtual-cruise-300222266.html>

SOURCE Carnival Corporation & plc

Roger Frizzell, Carnival Corporation, RFrizzell@Carnival.com, (305) 406-7862, or Mike Flanagan, LDWWgroup, Mike@LDWWgroup.com, (727) 452-4538