



Travel Industry Leader, Ronald Fenska, Joins Fathom, the Pioneer in Social Impact Travel, as Vice President of Sales

January 6, 2016

Fenska is responsible for leading overall sales strategies for Carnival Corporation's newest brand

Fathom was created for the passionate and growing number of travelers seeking mindful, purpose-driven and easily accessible travel programs that allow them to make an impact on the world

SEATTLE, Jan. 6, 2016 /PRNewswire/ -- [Fathom](#), the pioneer in social impact travel and Carnival Corporation's (NYSE/LSE: CCL; NYSE: [CUK](#)) 10th and newest brand, has appointed Ron Fenska as the company's vice president of sales. In this role, Fenska will be responsible for leading the brand's overall sales strategies and initiatives, including managing and oversight of group travel, travel professionals, and emerging segments. He will also help to identify new markets and develop and implement offers and incentives. He will report directly to Tara Russell, president of Fathom and global impact lead for Carnival Corporation.

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"Ron is a goal driven leader who has a history of exceeding sales goals and objectives at every stage of his illustrious career, and a proven track record identifying and leveraging like-minded partnerships within the trade and affinity space," said Russell. "Ron is the perfect complement for our growing team as we prepare for our first sailing, which is less than 100 days away. We are ready to make an impact on a scale the world has never seen."

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Fenska brings 25 years of travel and hospitality sales experience to Fathom. He joins the social impact travel brand from Intrepid Group, where he served as vice president of sales and was responsible for increasing direct, group and industry sales in the Americas. Prior to that, Fenska was director of sales for G Adventures, where he oversaw U.S. sales strategies and the development of aggressive growth plans. While there, he grew revenue by more than 30 percent every year from 2012 through 2014. Before G Adventures, he was with Collette Vacations for 18 years where he worked his way up to regional sales manager and was responsible for national and international markets. During his tenure at Collette, he was recognized with numerous accolades for his achievements in revenue growth and leadership. He began his career as a sales associate for Eastern Light Getaways in 1990.

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"I am thrilled to join the Fathom team and lead the operation to new successes by leveraging the strong programs and strategies already in place," said Fenska. "I am eager to help drive Fathom's growth, and help the brand reach travelers who are searching for meaningful experiences and are looking to make a difference."

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As a part of the Carnival Corporation family, Fathom provides the opportunity to build community with like-minded travelers, become immersed in another culture, and work alongside its people to create enduring social impact. Fathom will begin operating out of the Port of Miami in April 2016. Its first impact destination will be the Dominican Republic. Carnival Corporation intends to begin service to Cuba in May 2016 after Fathom launches operations out of PortMiami and spends the inaugural month of April 2016 with itineraries all headed to the Dominican Republic.

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 onshore social impact activities and related supplies. Prices will vary by season. To secure a spot on future sailings, a fully refundable \$300 per person deposit is required for all cabin categories and occupancy levels. Final payment is due 90 days prior to departure.

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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 onshore social impact activities and related supplies. Prices will vary by season. To secure a spot on future sailings, a fully refundable \$300 per person deposit is required for all cabin categories and occupancy levels. Final payment is due 90 days prior to departure.

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 on-the-ground cultural immersion activities. Prices will vary by season. To secure a spot on future sailings, a fully refundable \$600 per person deposit is required for all cabin categories and occupancy levels. Final payment is due 90 days prior to departure. To reserve a spot on future sailings, travelers may call 1-855-9Fathom or work with a travel professional. Learn more at www.Fathom.org.

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About Fathom

Fathom, a new brand in the Carnival Corporation family, is the pioneer of impact travel, a new category of travel that will offer 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.

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Sailing aboard the MV Adonia, a 704-passenger vessel redeployed from Carnival Corporation's P&O Cruises (UK), Fathom will mobilize, educate and equip up to 700 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.

www.Fathom.org.

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For more information about Fathom or to book a voyage, contact your Travel Professional, call Fathom toll-free at 1-855-932-8466 or visit www.Fathom.org.

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