



## **Carnival Cruise Line Awards \$15,000 In Cash Prizes To Three Travel Agencies As Part Of 'Ultimate Cruise Night' Event**

November 28, 2016

### ***Three Agency Finalists Received \$5,000 Grand Prizes for Hosting Unique Cruise Night Events***

MIAMI (November 28, 2016) - Carnival Cruise Line has awarded \$15,000 in cash prizes to three travel agencies as part of the line's "Ultimate Cruise Night" event. One grand prize of \$5,000 was originally to be awarded with two runners up receiving \$2,500. However, Carnival recently surprised all three finalists by awarding them each a \$5,000 grand prize.

The "Ultimate Cruise Night" event kicked off last summer with agencies submitting ideas for creative and effective cruise nights to Carnival. Three finalists were then given \$1,000 by the line to host their proposed cruise night. A Carnival representative attended each event and, after reviewing their findings with Carnival's sales leadership team, selected the winners. The line then surprised all three finalists by awarding them each a grand prize.

"The creativity and originality that these travel agents demonstrated in putting together their cruise nights was so incredible that we simply couldn't choose one winner," said Carnival's Vice President of Sales & Trade Marketing Adolfo Perez. "These events serve as excellent benchmarks for agents looking to host their own unique and innovative cruise night event in the future."

Each grand prize winner hosted events that featured varying themes and strategies. Kerri and Rob Stuart, owners of the Cruise Planners franchise All Aboard with Rob & Kerri in Tampa, Fla., hosted a party where guests made their own warm chocolate melting cakes -- a guest favorite aboard Carnival ships. They also shared a live stream of their event through multiple social media channels. Christy Dukes and her team with South Georgia Travel in Valdosta, Ga., turned their cruise night into a pool party much like one would find on a Carnival cruise and offered attendees the opportunity to create their own cruise vacation wishes in specially created wish jars at the event. Kelly Neonakis-Morash with TravelOnly in Halifax, Nova Scotia, created a "music cruise" themed night featuring live music and delicious culinary samplings with the added goal of driving business for an affinity group on an upcoming Carnival sailing.

For a highlight video of the three winning ideas, please visit <https://www.youtube.com/watch?v=9c3V3En56-8>

###

### **About Carnival Cruise Line**

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Australia, New Zealand and the Pacific Islands. The 133,500-ton Carnival Horizon is currently under construction and set to debut in 2018. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

### **MEDIA CONTACTS:**

Jennifer de la Cruz  
305-406-5464 – phone  
[media@carnival.com](mailto:media@carnival.com)