



Carnival Cruise Line Named 'Most Trusted Cruise Line In America' By Reader's Digest For Third Consecutive Year

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MIAMI, May 16, 2017 /PRNewswire/ -- For the third consecutive year, Carnival Cruise Line has been named Most Trusted Cruise Line in America by Reader's Digest, a [Trusted Media Brands, Inc. \(TMBI\)](#) company and one of the nation's largest and most respected media brands.

The Reader's Digest Trusted Brand Survey® is an independent, online survey conducted in partnership with Ipsos Connect. This year's survey polled 5,500 Americans nationwide who were asked to rate products they trust across 40 different categories in areas such as quality, value and reliability. Carnival received more votes than any other cruise line.

The full list of Reader's Digest Trusted Brands can be found in the publication's June issue, which goes on sale today, May 16, and online at [rd.com/trustedbrands](#).

Carnival continues to introduce exciting onboard features and programming to build upon its brand promise of providing fun, memorable vacations at a great value, while keeping up with changing consumer trends and preferences.

Last year marked the launch of the new [Carnival Vista](#), a groundbreaking 133,500-ton ship that introduced such one-of-a-kind features as SkyRide, a bike-ride-in-the-sky attraction, as well as the first IMAX Theatre at sea, the first brewery on a North American-based cruise ship and Family Harbor, with special family-friendly accommodations and a private lounge.

To commemorate Carnival Vista's U.S. arrival, the company hosted an overnight event aboard the ship in New York for military families in support of Operation Homefront, the national nonprofit that builds strong, stable and secure military families. The event included a concert by country music superstar Carrie Underwood and the ship's official naming with Deshauna Barber – the first woman serving in the U.S. military to be named Miss USA – presiding over the ceremonies as godmother.

Throughout its fleet, Carnival continues to build upon its commitment to providing exceptional, friendly and attentive service through initiatives such as the Carnival Service Values, a comprehensive program that has redefined the company's culture of service and reinforces the importance of offering a fun, welcoming environment, both on board and ashore.

Additionally, Carnival and its employees support a wide range of charitable and social service agencies and organizations in its homeports throughout the U.S. The company also serves as the Official Celebration Partner of St. Jude Children's Research Hospital, its primary charitable partner. Since launching *Care to Play: Carnival for St. Jude Kids* program in 2010, Carnival has donated more than \$13 million in the fight against childhood cancer.

"We work very hard to maintain our distinction as 'America's Cruise Line' and being named 'Most Trusted Cruise Line in America' three years running is a wonderful validation of our efforts at providing fun, quality and memorable vacations our guests," said Christine Duffy, president of Carnival Cruise Line.

To learn more about Carnival Cruise Line, visit [Carnival.com](#). For reservations, contact any travel agent or call [1-800-CARNIVAL](#). Carnival can also be found on: [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

Journalists also can visit Carnival's media site, [carnival-news.com](#) or follow the line's PR department on Twitter at [twitter.com/CarnivalPR](#).

About Carnival Cruise Line

Carnival Cruise Line, part 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, Europe, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and an as-yet-unnamed vessel in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

About the Survey

These are findings from an Ipsos Connect study conducted for Reader's Digest from November 15 to November 23, 2016. For the survey, a sample of 5,500 U.S. adults were interviewed online. The precision of online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.6 percentage points. The data was weighted to U.S. Census data by age, gender, income and geography. Statistical margins of error are not applicable to online surveys. All sample surveys may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

Winning brands were determined by absolute vote and confirmed to be statistically significant from the other brand(s). In any category where the winning brand was not significantly different from the other brands, a follow up question was asked to determine the brand winner.

The highest brand is designated a category winner only if it is statistically significant at the 95 percent confidence level, when compared to the next highest brand. If a tie still existed, the secondary tie breaker was determined by direct performance of trust compared to other most trusted brand.

About Reader's Digest

Reader's Digest, a Trusted Media Brands, Inc. brand, simplifies and enriches consumers' lives by discovering and expertly selecting the most interesting ideas, stories, experiences and products in health, home, family, food, finance and humor. Reader's Digest is available online at RD.com; in print; via digital download on iPad, mobile apps and tablets; and can be accessed via its social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [Pinterest](#) and [Google+](#).

Trusted Media Brands, Inc. comprises a network of engaged, active readers who genuinely connect with its blend of uplifting and enduring expertly-curated family, food, health, home improvement, finance and humor content digitally, via magazines and books, social media, and events and experiences. Founded in 1922 by DeWitt Wallace as Reader's Digest Association, one of the first user-generated content publishers, Trusted Media Brands, Inc. is headquartered in New York City. For more information, visit [TMBI.com](#).

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SOURCE Carnival Cruise Line

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