



Carnival Cruise Line Celebrates Travel Agent Heroes in New Trade Ads Featuring Advisors Creating Transformative Cruise Experiences for Clients

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Campaign offers accompanying social media and digital assets that reinforce the value of using a travel advisor

MIAMI (Jan. 24, 2019) — Carnival Cruise Line has launched a new print advertising campaign developed in collaboration with SapienRazorfish aimed at travel trade publications serving the travel agent community. The ads emphasize what makes travel advisors special — the transformative guest experiences at sea that can only be delivered by travel advisors who know both their client and the Carnival product.

The campaign blends the brand's "Choose Fun" and "Travel Agents Rock" themes while highlighting Carnival's latest product features.

"Carnival is both a true advocate for travel agents and passionate about delivering fun, and this campaign really captures and combines those themes," said Adolfo Perez, senior vice president of sales and trade marketing for Carnival. "The ads are playful, eye-catching and engaging, and we think that they'll resonate with our travel partners and reinforce how important they are to us and to their clients."

Individual ads position travel advisors as fun facilitators with such headlines as "Travel Agent? More Like Quality-Time Curator" and "Travel Agent? More Like Good-Time Guru." Other ads touch on how the Carnival cruise experience can change guests with headlines like "Super Serious Kevin Is Now Watermelon Floatie Kevin. Well Played."

The ad campaign supports a wave of new Carnival product news coming in 2019, including the line's epic West Coast expansion and Carnival Panorama updates, previews of *Mardi Gras*, new Europe itineraries and more.

For the first time, the print ads from the campaign will be available to travel advisors to download from Carnival's marketing library on GoCCL.com to share on their website, display in their office and post on social media platforms.

"We really want to expand the campaign beyond print publications so it can also be a tool for travel advisors to showcase and grow their business," added Perez.

For more information on Carnival's trade print campaign or to download the ads, login to GoCCL.com and click on the Marketing Tools tab.

For additional information about Carnival Cruise Line call 1-800-327-9501 (individual) or 1-800-327-5782 (groups) or visit the line's travel advisor Internet portal, GoCCL.com. Carnival can also be found on: [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

Journalists can visit Carnival's media site, Carnival-news.com or follow the line's PR department on Twitter at twitter.com/CarnivalPR.

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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 26 ships operating three- to 24-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Cuba, Europe, Australia, New Zealand, the Pacific Islands and Southeast Asia. The line currently has three new ships scheduled for delivery – Carnival Panorama set to debut in 2019, *Mardi Gras* in 2020 and an as-yet-unnamed ship in 2022.

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