



Carnival Cruise Line Launches Five-Part ‘WUATA Story’ Video Series Featuring Travel Advisors and Their Clients

July 25, 2019

Carnival shares the Why Use A Travel Agent message through engaging interviews

MIAMI (July 25, 2019) — At Carnival Cruise Line’s WUATA Party in Toronto, Canada, last night, the line premiered the latest endeavor in its yearlong Why Use A Travel Advisor campaign — a five-part video series featuring travel advisors and their clients sharing travel tales that tell the “WUATA Story.” The videos were debuted to an audience of more than 300 travel advisors, clients and potential clients — including two of the agent-client duos featured in the videos.

The stories are hosted by Adolfo Perez, senior vice president of global sales and trade marketing for Carnival, and Carnival’s Brand Ambassador John Heald, who casually chat with the advisors and clients about how they work together, their relationship and how the agents deliver outstanding vacations and help create forever memories. The videos do not promote specific advisors or agencies, but instead focus on the larger message of Why Use a Travel Advisor.

“As the WUATA program gains traction we’re looking for even more ways to spread our message on the benefits of using a travel advisor, and there’s no better testimonial than seeing a real connection between a travel agent and their client,” said Perez. “This video series enables us to too add a relatable and personal element to WUATA in a format that we can push across multiple channels to reach more travelers.”

All five “WUATA Story” videos are available on the WUATA Facebook page and Carnival’s WUATA.com website, which also features a click-to- share tool that travel advisors can use to send the videos directly to their clients.

In addition to the premiere of the video series, the Toronto WUATA Party featured industry executives sharing their insights into the advisor-client relationship. Joining Perez representing Carnival Cruise Line were Mike Julius, vice president, North America Field Sales; and Justin French, vice president, Canada and Northern U.S. Ann Chamberlin, senior vice president membership, marketing & strategic partnerships for the American Society of Travel Advisors; and Charlie Sylvia, vice president, membership and trade relations for Cruise Lines International Association, also attended.

What is WUATA?

Aimed at helping travel professionals attract new clients and deepen the loyalty of existing clients, Carnival’s WUATA: Why Use A Travel Advisor is a multifaceted program with special events that bring clients and industry experts together to promote the travel agent community. The yearlong campaign features WUATA Party events, WUATA.com, a WUATA brochure, an exclusive WUATA Facebook page, social media promotions, contests, exclusive merchandise, giveaways and WUATA Word, an innovative crowdsourced word cloud that grows as the movement expands. Easy-to-use tools are available on GoCCL.com to help travel advisors spread the word to existing and potential clients.

Through WUATA, Carnival recently launched a contest to find the “Most Trusted Travel Advisor,” with clients submitting stories about why their travel professional is the best in the business. In addition to the title, the winning agent and their client nominator will be awarded a cruise on Mardi Gras — debuting in August 2020 — with roundtrip airfare, and the agent also will receive a \$1,000 bonus and the commission from their client’s Mardi Gras cruise.

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 also 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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