



Carnival Store Featuring Branded Merchandise Added to Carnival Cruise Line's Loyalty Rocks! Catalog for Travel Advisors

December 12, 2019

Points earned on bookings now can be redeemed for 'Travel Agents Rock' items at GoCCL.com

MIAMI (Dec. 12, 2019) — Travel advisors who rock by racking up points selling Carnival Cruise Line vacations have a new line of branded merchandise to choose from in the Loyalty Rocks! program. Now, in addition to gift cards, jewelry, sporting goods and 16 other product categories, agents can shop in the Carnival Store and select a “Travel Agents Rock” watch or T-shirt when they redeem points accrued for selling Carnival cruises.

In the Loyalty Rocks! program, travel advisors earn between five and 50 points per cruise booking made online, and more points can be accrued on higher stateroom categories and longer cruises. In addition, Carnival runs periodic limited-time promotions where bookings earn bonus points.

“Since we introduced Loyalty Rocks! in June 2018, the feedback we’ve gotten from advisors has been over the top,” said Adolfo Perez, senior vice president of global sales and trade marketing for Carnival. “We gradually expanded to eighteen categories of products, but agents told us they want Carnival-branded merchandise that tells the world they rock — and we listened.”

Travel advisors who accrue 500 points can redeem them for either a blue T-shirt emblazoned with “Travel Agents Rock” in Carnival’s red, white and blue, or a unisex chrome wristwatch with the same legend on a Carnival blue face. The line plans to expand the Carnival Store category with more branded merchandise.

Loyalty Rocks! is available for travel advisors in the United States, Puerto Rico, Barbados and Canada who have a valid GoCCL.com ID and password, as well as permission from their employer. Travel agents can find complete Loyalty Rocks! details and available merchandise under the “Agents Rewards” tab at GoCCL.com.

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](https://www.goccl.com). Carnival can also be found on [Facebook](https://www.facebook.com/carnivalcruises), [Instagram](https://www.instagram.com/carnivalcruises), [Twitter](https://twitter.com/carnivalpr) and [YouTube](https://www.youtube.com/carnivalcruises).

Journalists also can visit Carnival’s media site, [Carnival-news.com](https://www.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 27 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 two new ships scheduled for delivery – Mardi Gras in 2020 and an as-yet-unnamed ship in 2022.

MEDIA CONTACT

Joyce Oliva

JOliva@carnival.com

+1 305-406 5464