



CARNIVAL CRUISE LINE CELEBRATES NATIONAL TRAVEL ADVISOR DAY WITH SPECIAL EVENT AND LOYALTY ROCKS! REWARDS

May 3, 2021

Special Edition of From Adolfo's Desk LIVE, New Travel Agent Rocks Toolkit, Recognize the Value of Travel Advisors

MIAMI, May 3, 2021 – In honor of National Travel Advisor Day May 5 which coincides with the United States Travel Association's (USTA) National Travel and Tourism Week through May 8, Carnival Cruise Line is celebrating the important role of travel advisors with a special edition of From Adolfo's Desk LIVE, an exclusive rewards points offer for advisors, and a new Travel Agent Rocks toolkit.

The array of activities is just one more way that Carnival shows its appreciation for the incredible efforts of travel advisors whose guidance and knowledge helps consumers make the vacation choices that are right for them.

"At Carnival, we know that we couldn't do what we do without the amazing work that travel advisors provide for their clients each and every day," said Carnival's Senior Vice President of Global Sales & Trade Marketing Adolfo Perez. "For nearly 50 years, travel advisors have been with us every step of the way and now more than ever National Travel Advisor Day provides us with the opportunity to let our agency partners know how much they are valued and appreciated. They are true rock stars!"

Travel advisors can join Perez and Brand Ambassador John Heald for a travel advisor-themed From Adolfo's Desk LIVE webinar on Wednesday, May 5. Participants will have the opportunity to be part of a unique celebration designed just for them with a chance to win a variety of prizes including the line's popular Travel Agents Rock T-shirts. All advisors who attend the event will also receive a special offer to book their next personal cruise with Carnival.

In addition, travel advisors who are members of Carnival's Loyalty Rocks! Rewards Program will receive 50 bonus rewards points in honor of National Travel Advisor Day. Rewards points can be used for a variety of items, including gift cards, electronics and home goods.

Carnival has also developed a "Travel Agents Rock!" toolkit that includes a virtual background, and social media posts that agents can use in front of their clients when participating on virtual sales calls and their social media posts.

National Travel Advisor Day coincides with National Travel and Tourism Week sponsored by USTA of which Carnival President Christine Duffy currently serves as its chair. National Travel and Tourism Week is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being. This year's theme is The Power of Travel highlighting the transformative qualities that travel can have on our everyday lives. Travel advisors can download a National Travel and Tourism Week toolkit [here](#).

A save-the-date reminder with a link to register for the From Adolfo's Desk LIVE webisode will be provided via email to all travel agents who are registered with Carnival.

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.