



CARNIVAL CRUISE LINE BRINGS BACK AMP UP COMMISSION CHALLENGE FOR TRAVEL ADVISORS IN TIME FOR 2024 WAVE SEASON

January 9, 2024

Program Provides Opportunity to Increase Commissions Up to 15 Percent

MIAMI, Jan. 9, 2024 – [Carnival Cruise Line](#) announced today the return of its AMP Up Commission Challenge, empowering travel advisors to increase commission rates up to 15 percent throughout 2024 based on bookings made through March 31, 2024.

“As we step into 2024, our travel agency partners are already on a trajectory of success. The AMP Up Challenge is designed as a catalyst to push that momentum even further, as it enables agents to harness their agency’s sales and proactively rise to higher commission tiers,” said Adolfo Perez, senior vice president of global sales and trade marketing for Carnival Cruise Line. “Since it’s Wave season, we encourage agents to seize the opportunity and enjoy the benefits for the rest of the year.”

Participating agencies will need to meet sales targets during the Wave booking period, from January to March 2024, to qualify for higher commission levels between 11 and 15 percent. The higher commissions will then be applied to bookings made from April 1 through Dec. 31, 2024. To learn more and register to participate, travel advisors should visit [GoCCL.com](#) during the opt-in period which starts today, Jan. 9, and runs until Wednesday, Jan. 31.

The program is open to agencies in the U.S., Puerto Rico and Canada that currently qualify for 11 to 15 percent commissions. Only new bookings that are fully deposited or paid in full between now and March 31 are eligible and will count toward the goal.

For additional information on Carnival Cruise Line and to book a cruise vacation, call 1-800-CARNIVAL, visit [www.carnival.com](#), or contact your favorite travel advisor or online travel site.

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ABOUT CARNIVAL CRUISE LINE

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is the first cruise line to sail over 100 million guests and is proud to be known as America’s Cruise Line, for carrying more Americans and serving more U.S. homeports than any other. Since its founding in 1972, Carnival has continually revolutionized the cruise industry and popularized the cruise vacation as an affordable and fun travel option. Carnival operates from 14 U.S. and two Australian homeports and employs more than 40,000 team members representing 120 nationalities. Carnival currently sails 26 ships and continues an exciting period of growth with another ship joining the fleet next spring and an all-new exclusive destination, Celebration Key, set to debut on Grand Bahama in summer 2025.

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