



Carnival Corporation to Strategically Align Portfolio and Absorb P&O Cruises Australia into Carnival Cruise Line

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Carnival Cruise Line to boost its capacity by absorbing P&O Cruises Australia in 2025, further optimizing the company's brand portfolio creating operational efficiencies

MIAMI and SYDNEY, June 3, 2024 /PRNewswire/ -- [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest cruise company, today announced that in March 2025, the company will sunset the P&O Cruises Australia brand and fold the Australia operations into Carnival Cruise Line, the most popular cruise line in the world.

This change is the latest in a series of strategic moves designed to increase guest capacity for Carnival Cruise Line, the company's flagship brand and the highest-returning brand in Carnival Corporation's global portfolio. This will result in the addition of eight new ships to Carnival Cruise Line's fleet since 2021, including the successful shift of three vessels from sister brand Costa Cruises. In addition, the company recently placed its first new ship order in half a decade for two new Excel-class cruise ships to join Carnival Cruise Line in 2027 and 2028.

"Despite increasing Carnival Cruise Line's capacity by almost 25% since 2019 including transferring three ships from Costa Cruises, guest demand remains incredibly strong so we're leveraging our scale in an even more meaningful way by absorbing an entire brand into the world's most popular cruise line," said Josh Weinstein, chief executive officer of Carnival Corporation & plc. "In 2019, Carnival Cruise Line was 29% of our total capacity, and when we complete this move early next year, Carnival Cruise Line – our highest-returning brand – will make up approximately 35% of our total global capacity. While our company's overall growth between 2019 – 2028 is projected to be less than 2% (CAGR), the majority will be for Carnival Cruise Line, which will grow by approximately 50% over that time period."

In addition to further optimizing the composition of Carnival Corporation's global brand portfolio, the realignment will strengthen the company's performance in the South Pacific through numerous operational efficiencies.

"P&O Cruises Australia is a storied brand with an amazing team, and we are extremely proud of everything we have accomplished together in Australia and the broader region," said Weinstein. "However, given the strategic reality of the South Pacific's small population and significantly higher operating and regulatory costs, we're adjusting our approach to give us the efficiencies we need to continue delivering an incredible cruise experience year-round to our guests in the region. Carnival Corporation & plc remains committed to Australia and we will continue to be the largest cruise operator in the region with 19 ships calling on 78 destinations and representing almost 60% of the market."

Building on Shared Legacy in the Region

As the P&O Cruises Australia brand retires early next year, the Pacific Encounter and Pacific Adventure ships will be rebranded and operated by Carnival Cruise Line brand. Pacific Explorer will exit the fleet in February of 2025. Current itineraries will operate business as usual, and guests will be notified in the coming days of any changes to future bookings as a result of this announcement.

When the transition is complete next year, Carnival Cruise Line – which has served the South Pacific since 2013 – will have four ships in the market, including Sydney-based Carnival Splendor and Carnival Luminosa sailing seasonally from Brisbane, in addition to their new sister ships Encounter and Adventure.

"We look forward to building on the history and heritage of P&O Cruises Australia by bringing some of our innovations to more cruise guests in the region," said Christine Duffy, president of Carnival Cruise Line. "While we plan to make some technology upgrades and other small changes to the two P&O Cruises Australia ships, they will continue to be geared to the unique Australian market with a familiar feel and much of the same experiences for P&O Cruises Australia guests. The most notable change will be the availability of our popular HubApp, enabling guests to make online dining and excursion reservations, request food and beverage delivery, and chat with other guests, among other features. P&O Cruises Australia guests will also be invited to participate in Carnival's loyalty program and promotional offerings specific to Carnival ships sailing in the region."

"Over the coming months, we will find ways to celebrate and honor P&O Cruises Australia – a valued part of our legacy and an important contributor to the tourism industry in the South Pacific," said Weinstein. "We value the connection our P&O Cruises Australia guests, employees, travel advisor partners, public officials and destinations have with our company and are committed to building on this association moving forward as Carnival."

[EDITOR'S NOTE: This announcement does not impact P&O Cruises (UK), which is a separate Carnival Corporation & plc brand based in England and dedicated to the UK market.]

About Carnival Corporation & plc

Carnival Corporation & plc is the largest global cruise company, and among the largest leisure travel companies, with a portfolio of world-class cruise lines – AIDA Cruises, Carnival Cruise Line, Costa Cruises, Cunard, Holland America Line, P&O Cruises (Australia), P&O Cruises (UK), Princess Cruises, and Seabourn.

Additional information can be found on www.carnivalcorp.com, www.aida.de, www.carnival.com, www.costacruise.com, www.cunard.com, www.hollandamerica.com, www.pocruises.com.au, www.pocruises.com, www.princess.com, and www.seabourn.com.

For information on Carnival Corporation's industry-leading sustainability initiatives, visit www.carnivalsustainability.com.

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