



Carnival UK appoints Stuart Allison as Chief Commercial Officer, P&O Cruises

July 30, 2024

SOUTHAMPTON (July 30, 2024) - Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK) has announced the appointment of Stuart Allison as chief commercial officer, P&O Cruises, to support the brand's commercial growth ambitions.

The introduction of the new role on the Carnival UK Executive team, reporting into Paul Ludlow, president Carnival UK & P&O Cruises, is part of plans to enable the delivery of P&O Cruises long-term strategy and realise the full potential that a growing UK cruise market is bringing.

Allison is an established member of the Carnival Corporation family and joins from Princess Cruises in Australia where he most recently served as senior vice president, Asia Pacific, UK & Europe, leading all the non-domestic commercial teams for Princess across the globe.

Carnival UK and P&O Cruises president Paul Ludlow said: "We are delighted to be welcoming Stuart back to the UK, where he started his career with Carnival Corporation over 25 years ago. Stuart's knowledge of and passion for our brands is going to be a huge asset to Carnival UK and he will be instrumental in our progress towards achieving our goals.

"Through 2024, with our new Excel class ships in operation, we've been able to bring holiday happiness to more guests than ever before. With Stuart on board, I'm confident we can continue this strong trajectory."

Commenting on his promotion, Allison said: "I'm excited to be joining the P&O Cruises team at a time of such potential for the UK cruise market. Whilst a record number of Brits cruised last year, there were tens of millions who chose other holidays. Working with the team and alongside all our partners, I'm confident that we have every opportunity to bring cruising to life for a wider audience and to reaffirm our position as Britain's favourite cruise line."

Allison will join the business in mid-October, 2024.

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