

## **IN CASE YOU WERE WONDERING ...**

### **Carnival Corporation & plc**

- Carnival Corporation & plc, the world's largest leisure travel company, features nine of the world's most popular and respected cruise line brands providing extraordinary vacations at an exceptional value, with a fleet of over 100 cruise ships visiting over 700 global destinations.
- Its brands include Carnival Cruise Line, Princess Cruises, Holland America Line, Seabourn, P&O Cruises (Australia), Costa Cruises, AIDA Cruises, P&O Cruises (UK) and Cunard, as well as Fathom, the corporation's immersion and enrichment experience brand.
- Although the name Carnival Corporation officially began in 1993, the foundation for the company was laid when its flagship brand, Carnival Cruise Line, was formed in 1972 with one secondhand ship and just enough fuel to make a one-way trip from Miami to San Juan.
- Carnival Corporation's workforce of over 120,000 employees worldwide represents more than 100 countries and serves more than 12 million passengers a year. Nearly half of all people who take a cruise will do so with one of Carnival Corporation's nine cruise line brands.
- In May 2016, Carnival Corporation became the first U.S. cruise company in more than 40 years to sail from the U.S. to Cuba – a historic voyage that added another exciting destination to the Caribbean, the world's most popular region for cruise vacations.
- With its relentless focus on safety and consistently exceeding guest expectations, Carnival Corporation in July 2016 opened the Arison Maritime Center, home of the Center for Simulator Maritime Training Academy, its world-class training facility, in Almere, Netherlands. The CSMART Academy, considered one of the maritime industry's most advanced safety training facilities, annually provides recurring training for an estimated 7,000 deck and engineering officers from all nine of its cruise line brands.
- Sustainability and the environment are a top priority for Carnival Corporation and its cruise line brands. Among many initiatives, ships have a comprehensive recycling program that includes everything from cardboard, plastic, aluminum and glass to cooking oil.
- With a long-standing reputation for innovation, Carnival Corporation is pioneering the world's first cruise ships fully powered at port and at sea by liquefied natural gas (LNG), the world's cleanest-burning fossil fuel. The company has also pioneered the use of exhaust gas cleaning systems (EGCS), which had been used for decades on land but not in the small confines of cruise ships. As of 2018, more than 60 percent of its 100-plus fleet of ships is equipped with EGCS, which significantly improve air emissions by decreasing sulphur compounds and diesel particulate matter from exhaust.
- With China projected to eventually become the world's largest source market for cruise vacations, Carnival Corporation announced in October 2015 the formation of a joint venture in China with China State Shipbuilding Corporation (CSSC) that intends to launch the first world-class, multi-ship domestic cruise brand in the Chinese market.
- Carnival Corporation CEO Arnold Donald became the first-ever travel industry executive to serve as the opening keynote speaker at CES in 2017 when he unveiled Ocean Medallion, the world's first interactive guest experience platform capable of transforming vacation travel into a highly personalized level of customer service on a large scale.

### **AIDA Cruises**

- AIDA Cruises is the leader and most recognized cruise brand in the German cruise industry, with ships visiting over 230 ports around the world.
- AIDA's employees represent more than 40 countries around the world.

- The first ship in the AIDA fleet was christened by former first lady Christiane Herzog in Rostock, Germany.
- In 1996, AIDA Cruises became the first cruise company to introduce painting of the bow.
- The kissing lips on AIDAprima's bow stretch across a total area of 150 square meters, with 342 liters of 11 different colors of paint used to paint the kissing lips, eyes and waves on the bow.
- AIDAbly boasts the first-ever brewery onboard a cruise ship.
- In 2016, AIDA Cruises delivered AIDAprima, the first cruise ship in the world with a dual-fuel engine that can be powered by LNG.
- AIDAprima is also the first ship in the world to feature the Mitsubishi Air Lubrication System (MALS) technology, enabling the ship to glide over a cushion of air bubbles, reducing friction and saving energy used for propulsion.
- AIDAnova is the first cruise ship fully powered by LNG, generating 100 percent of its power both in port and on the open sea.

### **Carnival Cruise Line**

- Carnival Cruise Line, the world's largest individual cruise line, features a fleet of 26 ships sailing to more than 100 destinations in nearly 40 countries, and employing more than 40,000 people who hail from more than 110 countries.
- Founded in 1972, Carnival Cruise Line is one of the most recognizable brands in the cruise industry and hosts more than five million guests annually.
- Carnival Cruise Line is the industry leader for families and annually carries more than 800,000 children onboard its ships. The brand also has more active and retired military sailing on its ships than any other brand.
- Carnival Cruise Line is the leading provider of year-round cruises in The Bahamas, the Caribbean and Mexico.
- In 2017, Carnival Cruise Line signed an agreement with Shell to be its supplier of marine LNG to power North America's first fully LNG-powered cruise ships.
- One of its largest ships, Carnival Vista, can accommodate 3,900 guests and features the first IMAX theater at sea, America's first onboard brewery and the groundbreaking bike-ride-in-the-sky aerial attraction SkyRide.
- In 2017, Carnival Cruise Line created the "World's Largest Cuban Sandwich at Sea," a 10-foot-long sandwich containing five pounds of sliced ham, 50 pounds of pork and six pounds of Swiss cheese, featured during the reception at Port Tampa Bay to mark the line's inaugural cruise to Havana, Cuba.
- In celebration of National Hamburger Day 2017, Carnival unveiled a massive 300-pound, three-and-a-half-foot-wide hamburger aboard the Carnival Liberty – the largest hamburger at sea.
- Carnival Cruise Line hosts 24,000 performances a year by comics in the Punchliner Comedy Clubs on its ships, making the cruise line the largest provider of live comedy in the world.
- Carnival Cruise Line orders hundreds of thousands of bottles of wine each year. Each of the line's ships carries about 5,000 bottles of wine at any one time.
- The brand's wedding program hosts more than 2,600 couples a year.
- Carnival Cruise Line buys more than 1.3 million pounds of chocolate each year.
- For Valentine's Day, Carnival Cruise line chefs make some 60,000 chocolate-covered strawberries, along with love-themed desserts.

### **Costa Cruises**

- Costa Cruises is the largest European cruise operator and leading cruise line in Italy, France and Spain with a fleet of contemporary ships that annually carry over two million guests.
- Costa Cruises was the first global cruise brand to introduce cruising to the Chinese market in 2006.
- All Costa Cruises' ships are designed to combine comfort, entertainment and pleasure in unmistakable Italian style.
- In 2015, Costa Atlantica sailed China's first-ever around-the-world cruise from Shanghai, the first world voyage by a cruise ship specifically for the Chinese market.
- Major motion picture "Vacanze ai Caraibi," or "Holidays in the Caribbean," was filmed on Costa Fortuna.
- In 2015, Costa Group became the first cruise company to start trialing humanoid robots. Costa Group signed an exclusive agreement for the use of "Pepper" robots, the first robots in the world able to recognize primary human emotions and proactively interact with the surrounding environment.
- In 2016, Costa became the first cruise line in the world to make its own mozzarella directly on board.

### **Cunard**

- Cunard operates The Most Famous Ocean Liners in the World® – Queen Mary 2, Queen Victoria and Queen Elizabeth. Her Majesty the Queen is Godmother to both Queen Elizabeth and Queen Mary 2.
- Cunard was founded in 1839 as the British and Northern American Royal Mail Steam Packet Company by Samuel Cunard, a prosperous businessman and significant figure in Nova Scotia.
- Cunard's first ship, the 1,156-ton Britannia, left Liverpool in 1840 and Cunard became the first line authorized to provide regularly scheduled transatlantic sailings.
- Between 1860 and 1900, 14 million people emigrated from Europe to the United States. Of those, 4.5 million passed through Liverpool, and of those, half made the voyage to America with Cunard.
- One in five immigrants who came through Ellis Island arrived on a Cunard liner.
- In 2017, Cunard announced a fourth new ship for its fleet, the first new Cunard ship in 12 years, making it the first time since 1998 the brand will have four ships in simultaneous service.
- Queen Mary 2 is the world's only transatlantic passenger vessel to carry dogs, cats and even ferrets, offering a New York City fire hydrant and a British lamp post in the pet's walking area.
- By the time Queen Mary 2 had completed her 100th transatlantic crossing in 2008, over 450 pets had crossed the North Atlantic on the ocean liner.
- The annual tea consumption on Queen Mary 2 would fill an Olympic-size swimming pool.
- In 2016, it was estimated that Cunard and P&O Cruises UK would distribute more than 9.5 million wrapped pillow chocolates by British purveyor Whitakers Chocolates.
- Featuring 17 decks and towering 200 feet above the waterline, equal to the height of a 23-story building, Queen Mary 2 stretches nearly four football fields in length.
- In 2016, Queen Mary 2 underwent significant refurbishments. Over a 25-day period, 594,000 square feet of new carpets – the equivalent of 10 British football pitches – had been laid, 4,000 new framed pictures were brought on board and over 3,900 gallons of paint were applied to the ship's hull.
- Queen Mary 2 is more than twice as long as the Washington Monument is tall (550 feet), 147 feet longer than the Eiffel Tower is tall (984 feet) and more than 3 1/2 times as long as Big Ben (Westminster Tower) is high (310 feet).

### **Holland America Line**

- Holland America Line's ships visit over 400 ports in almost 100 countries, territories or dependencies on all seven continents.

- Over the course of the company's long history, Holland America Line has carried more than 11 million passengers from Europe to America and to vacation destinations across the globe.
- Holland America Line began in 1873 as the Netherlands-America Steamship Company, a shipping and passenger line. It became known as Holland America Line because it was headquartered in Rotterdam, the Netherlands, and provided service to America.
- The line was a principal carrier of immigrants from Europe to the United States from the 1880s to the 1920s, taking 850,000 passengers to new lives in America.
- Requisitioned during WWII, Holland America Line's ocean liner ss Nieuw Amsterdam carried 400,000 troops over 500,000 miles, living up to its name as the Ship of Peace, which derived from her design incorporating absolutely no provisions for war.
- Through an exclusive partnership with the famed Lincoln Center, Holland America Line showcases live chamber music performances onboard in the exclusive Lincoln Center Stage.
- Holland America Line entertainment offerings also include the dynamic B.B. King's Blues Club and Billboard Onboard, offering a wide variety of popular music selections.
- When sailing in the Caribbean, most of Holland America Line's ships visit its award-winning private island in The Bahamas, Half Moon Cay, known for its pristine beaches, diverse shore excursions, exclusive beach cabanas and family-friendly activities.
- Holland America Line guests can choose from some 200 labels of wine available at any one time.
- Holland America Line, based in Seattle, works with nearly 700 Washington state vendors, from food and beverage suppliers to piano tuners, office supply stores and marine suppliers, among many more. For example, its Oosterdam ship typically requires over 23,000 eggs and 1,375 gallons of milk each week – all of which come from local farmers. In addition, local growers supply 147,550 pounds of fresh produce a week.

### **P&O Cruises Australia**

- P&O Cruises is the South Pacific's largest cruise operator sailing to more than 80 ports across Australia and New Zealand, throughout the remote Pacific Islands and to the far reaches of South East Asia.
- Along with sister company P&O Cruises UK, P&O Cruises Australia originates from the passenger division of the Peninsular and Oriental Steam Navigation Company, a U.K. shipping company that operated the world's first passenger ships in the early 19<sup>th</sup> century.
- P&O subsequently became the first company to operate passenger routes to Australia, with the first of these voyages occurring in 1932. As such, P&O is one of the oldest cruise lines in the world.
- The 1932 voyage carried 1,100 passengers on the first cruise to Brisbane and Norfolk Island, and sold out in just one day.
- From 1945 to 1972, more than one million Britons paid ten pounds to cruise from the United Kingdom to Australia aboard P&O ships, known as Ten Pound Poms.
- P&O Cruises' passengers come from all over the world, with ships offering something for everyone – 30 percent of passengers are families, about 50 percent are couples and over 20 percent are groups of couples or friends traveling together.
- The brand's ships bake a half million chocolate croissants each year.
- P&O Cruises Australia purchases nearly 100,000 bottles of wine from the Australian region each year – having a significant positive impact on local winemakers.
- During the 2016 cruise season from Fremantle, West Australia, Pacific Eden carried more than 230,000kgs of local fresh fruit and vegetables, 5,000kgs of cheese, 50,000 liters of milk and 25,000 eggs.

### **P&O Cruises UK**

- P&O Cruises UK is the leading and most recognized cruise brand in the United Kingdom, and operates a fleet of premium ships that visit over 200 destinations worldwide.
- P&O Cruises began operations in 1837 and originated from the passenger division of the Peninsular and Oriental Steam Navigation Company, a U.K. shipping company which operated the world's first passenger ships in the early 19th Century.
- Its newest ship, Britannia, is the largest ship built for the British cruise market and was christened by Her Majesty Queen Elizabeth II.
- Britannia boasts the largest British spa at sea, Britain's largest floating art collection featuring more than 8,000 artworks and the first cookery school onboard a British cruise ship.
- In 2016, the award-winning ITV television program Ant & Dec's Saturday Night Takeaway was broadcast live from the top deck of the Britannia.
- P&O Cruises partnered with UKTV to create Battlechefs, the first reality TV cookery program at sea, filmed on board Britannia.
- At 90,000 brake horse power, the horsepower of the line's Ventura ship is equivalent to that of 190 Ferraris.

### **Princess Cruises**

- One of the best-known names in cruising, Princess Cruises is a global premium cruise line and tour company operating a fleet of modern ships carrying two million guests each year to more than 360 destinations around the globe.
- Princess Cruises first set sail in 1965 with a single ship cruising to Mexico.
- Princess Cruises was catapulted to stardom in 1977 when one of its ships, Pacific Princess was cast in a starring role on a new television show called "The Love Boat." The weekly series, which introduced millions of viewers to the concept of a cruise vacation, was an instant hit and both the company name and its "seawitch" logo have remained synonymous with cruising ever since.
- In the 1980s, Princess pioneered the concept of the affordable veranda, once an exclusive feature incorporated in only the most expensive suites.
- The company pioneered 24-hour dining with the first 'round-the-clock restaurant.
- Other Princess innovations include the first wedding chapel hosting modern-day weddings at sea, the unique Movies Under the Stars poolside movie screen and The Sanctuary, an adult-only oasis.
- Past and present ship christeners include Yao Ming and his wife Ye Li, the cast of "The Love Boat," Her Royal Highness The Duchess of Cambridge, Margaret Thatcher, Audrey Hepburn and Diana, Princess of Wales.
- In July 2017, Princess Cruises launched Majestic Princess, the first cruise ship specifically designed and purpose-built for the Chinese market.
- Princess Cruises features about 250 comedians on its roster of headline performers.
- Passengers on Princess Cruises' ships consume more than a million pounds of chocolate annually.

### **Seabourn**

- Seabourn is Carnival Corporation's ultra-luxury brand featuring all-suite ships carrying between 460 and 600 guests each, and sailing to the world's most desirable destinations.
- The brand pioneered small-ship, ultra-luxury cruising, and continues to represent the pinnacle of that unique style of travel.
- Seabourn has the youngest and most modern ultra-luxury fleet in the industry.

- The brand was born in 1987 out of a belief that travelers would appreciate a cruise experience focused on providing personalized, anticipatory service, a relaxed, club-like atmosphere and a place that encourages easy, carefree sociability.
- Seabourn has partnered with world-renowned American chef and restaurateur Thomas Keller – the chef behind Michelin-starred restaurants Per Se, The French Laundry and Bouchon – to develop an array of dishes and add new flavors and flair to complement Seabourn’s cuisine.
- Seabourn ships travel to more than 170 UNESCO World Heritage Sites and through its multi-year partnership with UNESCO, the brand offers insight, information and sustainable travel experiences to World Heritage sites and projects.

*Source: Carnival Corporation Corporate Communications | April 2018*