



Princess Plays Travel Matchmaker with New “Places to Sea” Mobile Experience

March 22, 2016

Swipe Technology First of its Kind for Cruise Industry and Travel Planning

SANTA CLARITA, Calif. (March 22, 2016) -- [Princess Cruises](#) debuted a new interactive mobile experience, “[Places to Sea](#),” a swipe-to-like technology tool that takes users on a visual journey through exotic destinations, adventurous activities and culinary experiences to match them with a travel personality and cruise destination recommendations. It's the first of its kind in the cruise industry.

Developed by the cruise line's advertising agency, Goodby Silverstein & Partners, “Places to Sea” was designed for all Android and iOS smartphone mobile devices. It's easy for users to swipe (right to like or left to pass) through a series of stunning travel-related images that include everything from culinary delights to bucket-list destinations and adventurous excursions. After the user has swiped through the images, the interface identifies travel preferences and then assigns one of five different travel personalities. So whether the user is an “adventurer,” “culturist,” “naturalist,” or a “foodie,” Princess Cruises will match a cruise destination and various cruise itineraries.

“For many travelers who are researching cruises, it's easy to get overwhelmed with so many options and choices - and our new Places to Sea experience guides the process and matches the ideal trip with a person's personality,” said Gordon Ho, Princess Cruises senior vice president of global marketing. “The swipe technology is a trend that plays well in the travel space. It's easy to use and turns the travel planning process into a game that introduces unexpected places and experiences that may not have been top of mind for the consumer,” added Ho.

The “Places to Sea” experience is all about discovery and is a great resource for any travel lover or those who are curious about cruising. Family and friends can easily share their results to figure out which cruise destination best fits their group. The cruise personality profiler interface complements the “[Come Back New](#)” campaign at a time when consumers are thinking about planning those vacation moments where they can relax, reconnect and *come back new*.

Additional information about Princess Cruises is available through a travel professional, by calling 1-800-PRINCESS (1-800-774-6237), or by visiting the company's website at [princess.com](#).

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About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to destinations around the globe ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE: CUK).

Newsroom:

Additional media information is available at [princess.com/news](#).

About Goodby Silverstein & Partners:

Goodby Silverstein & Partners is one of the world's most respected and most awarded advertising agencies. GS&P's clients include Adobe, Cisco, the California Milk Processor Board (“got milk?”), Comcast/XFINITY, Frito-Lay, Foster Farms, Häagen-Dazs, Princess Cruises and SONIC Drive-In. GS&P is part of the Omnicom Group. For more

information about GS&P, please visit goodbysilverstein.com. GS&P on Twitter: <https://twitter.com/GSP>

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