



Carnival Cruise Line Offers Travel Agents New 'Cruise Night' Sales And Marketing Kit

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Features Key Resources for a Successful Cruise Night Event Including Invitations, Product Presentation, Tips, Client FAQs and More

MIAMI (July 11, 2016) – Travel agents can now access Carnival Cruise Line's new "Cruise Night Kit," a comprehensive sales and marketing tool featuring a variety of materials for planning a successful cruise night event.

Carnival's new "Cruise Night Kit" can be accessed via the "Onboard With You" section of GoCCL.com, the line's travel agent Internet portal.

Carnival's sales experts have assembled a wide range of proven sales and marketing resources that are most requested by travel agents to create the ideal "cruise night." These include:

- Customizable invitations
- Carnival Cruise Line product presentation
- Tips on how to host a successful cruise night
- FAQ's and tips for marketing to first-time cruisers
- "What to Pack on Your Cruise" Flyer

"Our sales experts have been working with agents for many years on creating successful 'cruise night' marketing events and they possess a unique perspective on the best way to maximize their effectiveness," said Carnival's Vice President of Sales & Trade Marketing Adolfo Perez. "We know how beneficial cruise nights can be for agents' business, so we put our best ideas and resources together in one helpful, easy-to-use kit."

The introduction of the kits follows Carnival's recently launched "Ultimate Cruise Night Contest" which invites travel agents to share their most creative cruise night ideas for the opportunity to win \$1,000 to use toward hosting their own cruise party, along with a grand prize of \$5,000 in cash. The contest closes on July 13 and three finalists will be named by Aug. 11, 2016.

For additional information on all of Carnival Cruise Line's "Cruise Night" resources, travel agents may visit GoCCL.com.

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About Carnival Cruise Line

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Australia, New Zealand and the Pacific Islands. The company currently has an as-yet-unnamed 133,500-ton ship currently under construction and set to debut in 2018.