



Carnival Cruise Line Signs Preferred Supplier Agreement with West Coast–Based WESTA Consortium

September 27, 2018

Agreement represents Carnival's latest expansion of travel agency consortia relations

MIAMI (Sept. 27, 2018) — Carnival Cruise Line has signed a preferred supplier agreement with WESTA, the Western Association of Travel Agents consortium. The new partnership will become effective Jan. 1, 2019, and will offer a focused program with Carnival business development managers engaging with WESTA members to define shared strategies and marketing plans, and initiate Carnival brand and product training.

Carnival Cruise Line joins Carnival Corporation sister brands Holland America Line and Princess Cruises on WESTA's roster of preferred suppliers.

"I am excited to welcome Carnival Cruise Lines' back into WESTA's preferred supplier program," said Mike Estill, chief operating officer for Western Association of Travel Agencies. "Given their increasingly strong presence on the West Coast and our member agency footprint, the partnership is a natural fit. And with the new Carnival Panorama being delivered in our backyard later this year, this is the perfect time to engage our clients with Carnival's improved and expanded offerings for West Coast clients."

"Our agreement with WESTA represents Carnival's continued commitment to growing and deepening its trade industry relationships," said Adolfo Perez, senior vice president of sales and trade relations for Carnival Cruise Line. "WESTA is a proven leader offering a more personal experience, targeted supplier networks and phenomenal support for its members. Becoming a WESTA preferred supplier enables us to tap into our mutual expertise and grow our West Coast cruise business. We look forward to building a relationship with WESTA member agencies."

The agreement is Carnival's latest move to expand its presence on the U.S. West Coast. Earlier this year the line unveiled a reimagined terminal facility at Long Beach, California, and announced that its third Vista-class ship, Carnival Panorama, would be the first new Carnival ship introduced on the West Coast in decades. The line also is expanding shoreside facilities at Ensenada, Mexico, to enhance its Pacific Coast destination offerings.

Formed in the late 1970s, the Western Association of Travel Agencies is a member-owned and -governed marketing cooperative whose programs are designed to support retail travel companies located on the U.S. West Coast. WESTA seeks to increase revenues for its membership through a broad spectrum of programs in partnership with a select group of travel suppliers that target the same geographic market.

To learn more about Carnival Cruise Line, visit Carnival.com. For reservations, contact any travel agent or call 1-800-CARNIVAL. Carnival can also be found on: Facebook, Instagram, Twitter and YouTube.

Journalists also can visit Carnival's media site, carnival-news.com or follow the line's PR department on Twitter at twitter.com/CarnivalPR.

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About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 26 ships operating three- to 24-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Cuba, Australia, New Zealand, the Pacific Islands and Southeast Asia. The line currently has three new ships scheduled for delivery – the 133,500-ton Carnival Panorama set to debut in 2019 and two as-yet-unnamed 180,000-ton ships in 2020 and 2022.

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