



Carnival Australia appoints PR agency FleishmanHillard to support further growth in Australia and New Zealand

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Leading cruise operator, Carnival Australia, which accounts for seven iconic brands in this market, today announced FleishmanHillard has been appointed to support its public relations activities in Australia and New Zealand.

Fleishman will work with Carnival Australia and the majority of its cruise brands in developing a range of PR services including communications strategy, message planning, creative campaigns, media relations and content.

The agency was appointed in a competitive pitch process following the closure of Carnival Australia's previous PR partner MG Media Communications after 23 years' distinguished service including more than a decade of record cruise industry growth.

Carnival Australia represents about 70 per cent of the local cruise market. Its brands are P&O Cruises Australia, Princess Cruises, Carnival Cruise Line, Cunard, Holland America Line, Seabourn and P&O Cruises World Cruising. Holland America will continue to be represented by PEPR Publicity.

Sandy Olsen, Vice President Corporate Affairs for Carnival Australia, said: "We were so impressed with the standard of responses from all of the agencies involved in the pitch process, and we would like to extend our thanks to those who participated."

"We also thank our previous PR agency, MG Media Communications whose team has been a true partner in every sense of the word throughout their incredible 23-year tenure.

"With more than one million Australians cruising each year and with two million now in prospect, we have ambitious targets for further growth in Australia and New Zealand. We needed an equally ambitious partner to support these efforts.

"Fleishman impressed with their creative and strategic thinking coupled with a wealth of travel and tourism experience. We know they are the right partner to develop and execute innovative PR programs that get people talking and, importantly, booking cruise holidays."

Jenna Orme, General Manager at FleishmanHillard, said: "We're absolutely thrilled to be working with Carnival Australia, a true leader within the travel and tourism industry."

"Our Power of True model allowed us to crack a unique strategic proposition for Carnival Australia, which helped to inform creative ideas that demonstrated both communication and commercial impact. We're very much looking forward to propelling the Carnival Australia portfolio across Australia and New Zealand."

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