



## **CARNIVAL CRUISE LINE INTRODUCES “YOUR WINNING PLAN” EVENT SERIES, PARTNERING WITH TRAVEL ADVISORS TO BUILD THEIR BUSINESS SUCCESS**

May 30, 2023

***Advisors Compete for \$20K Worth in Prizes and Learn from Experts Daymond John of ABC’s ‘Shark Tank’ and U.S. Small Business Administration***

MIAMI, May 30, 2023 – Carnival Cruise Line is introducing a tremendous business growth opportunity for travel advisors through its new *Your Winning Plan* program. The eight-part event and competition series brings renowned experts in small business and entrepreneurship to help travel advisors build winning business plans to fast track sales and income.

Experts from the U.S. Small Business Administration (SBA) and SBA's resource partner, the America's Small Business Development Center (SBDC) Network, will provide business advice at each event. As part of the only cabinet-level federal agency dedicated to small businesses, SBA leaders will provide resources to travel entrepreneurs across the country. Advisors will also hear from representatives from the Cruise Lines International Association (CLIA), the American Society of Travel Advisors (ASTA) and Carnival's business development team with special training on social media, Carnival booking tools and the importance of developing a strong business plan, including the opportunity to create and enter their business plan in Carnival's competition to be *Your Winning Plan's* champion.

Daymond John, respected entrepreneur, author and star of ABC's Emmy Award-winning and top-rated business competition series “Shark Tank” will take part in a fireside chat to share his extensive business expertise during the final event in Houston and will present the grand prize to the program's competition winner, *Your Winning Plan's* champion.

*Your Winning Plan* is open to all travel advisors across the U.S., Canada and Puerto Rico – with events taking place in seven cities, plus an all-virtual event (the grand finale will also be simulcast virtually). The series kicks off in June and spans the summer months with events on June 23 in San Jose, Calif. and Detroit, Mich., Las Vegas, Nev. on July 7; Nashville, Tenn. on July 14; Denver, Colo. on July 19; Richmond, Va. on July 28, a virtual event on August 5; and the grand finale event in Houston, Tex. on Sept. 27.

“*Your Winning Plan* emphasizes the win-win partnerships between travel advisors and Carnival Cruise Line,” said Adolfo Perez, Carnival Cruise Line's senior vice president of global sales and trade marketing. “Not only will this series personify the spirit of Carnival fun, but it will demonstrate the partnership value Carnival brings to travel advisors through real, first-time ever expertise from the Small Business Administration and renowned entrepreneur Daymond John.”

*Your Winning Plan's* competition will choose seven semi-finalists, one from each event, judged by a panel of experts from Carnival, CLIA and ASTA. In addition to a \$2,500 prize to use toward implementing their winning business plans, each semi-finalist will receive an all-expenses paid trip to the grand finale event in Houston to compete to be named *Your Winning Plan's* champion and receive a \$5,000 grand prize.

At the program finale in Houston, attendees will also hear from Carnival President Christine Duffy, Perez and members of Carnival's leadership team. To register, travel advisors should visit: [GoCCL.com](https://GoCCL.com). Registration is on a first-come, first-serve basis.

For additional information on [Carnival Cruise Line](https://CarnivalCruiseLine.com) and to book a cruise vacation, call [1-800-CARNIVAL](tel:1-800-CARNIVAL), visit [www.carnival.com](https://www.carnival.com), or contact your favorite travel advisor or online travel site.

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### **ABOUT CARNIVAL CRUISE LINE**

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is the first cruise line to sail over 100 million guests and is proud to be known as America's Cruise Line, for carrying more Americans and serving more U.S. homeports than any other. For over 50 years, Carnival has continually revolutionized the cruise industry and popularized the cruise vacation as an affordable and fun travel option. Carnival operates from 14 U.S. and two Australian homeports and employs more than 40,000 team members representing 120 nationalities. Carnival currently operates 25 ships and is in an exciting period of growth with the addition of three ships over the next two years.

**MEDIA CONTACT:** [media@carnival.com](mailto:media@carnival.com)