



Carnival Further Enhances Travel Agent Engagement With Formation of New Trade Events Team

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Expands Commitment to Trade Event Presence in 2015 and 2016

MIAMI (July 16, 2015) – Carnival Cruise Line is further enhancing its commitment to travel agent engagement by expanding its trade sales and marketing team to include a dedicated events team within the organization.

The formation of the new trade events team will significantly expand the line's presence at cruise industry tradeshows, conferences, agent trainings and recognition events.

“Our sales team is on track to reach 40,000 travel agents through Carnival Conversations and other industry events by the end of the year,” said Carnival's Vice President of Trade Sales and Marketing Adolfo Perez. “By creating a team dedicated to trade events and programs, we're further bolstering our already strong presence at these types of agent events and engaging with thousands of agents each year.”

To lead this new effort, Carnival has named Mia Landrin as trade events and programs manager, responsible for overseeing the line's expanded agent interaction. Landrin reports to Meegan Broussard, Carnival's director of trade marketing and sales communications.

An accomplished events and marketing specialist, Landrin brings more than 15 years of event experience to her new role and has led highly visible initiatives including NASCAR sponsorships and brand-building opportunities for M&M's/Mars Inc. as well as cause-related marketing for Big Brothers Big Sisters of Miami. Most recently, she served as Carnival's brand manager for youth activities, responsible for developing and programming activities for the line's on-board teen program.

For additional information regarding Carnival's trade events, 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 24 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Australia, New Zealand and the Pacific Islands. The company currently has two 133,500-ton ships on order - Carnival Vista, scheduled to enter service in 2016, and an as-yet-unnamed vessel set to debut in 2018.