



Carnival Australia Appoints Travel Industry Heavyweights to Sales and Marketing Roles

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Carnival Australia has welcomed experienced global travel sector executives, Kathryn Robertson and Katie Malone to the Sales and Marketing Team. Kathryn takes on the newly created role of Chief Commercial Officer, Carnival Australia and Katie Malone as Marketing Director, P&O Cruises Australia.

Kathryn recently joined Carnival Australia after working in the aviation industry for more than three decades, most recently as Group General Manager Sales for Air New Zealand. In that role, she led the global sales functions and set the strategic sales direction to ensure future revenue growth and the delivery of alliance sales plans.

She says it was the opportunity to make a difference by helping rebuild the cruise industry that prompted her to move from a 30-year career in aviation.

"This was such an incredible opportunity to join the world's leading cruise brand, at such a pivotal time for the cruising industry. We have some ambitious targets ahead of us, but I'm really excited about setting a clear strategy for sustained future success for Carnival Australia and our brands."

Katie brings 20 years of international travel and tourism marketing experience to P&O Cruises Australia, having held senior positions with Singapore Airlines, Langham Hospitality Group, Marriott International (luxury brands) and Jumeirah Hotels & Resorts. Most recently, Katie was instrumental in building the Crystalbrook Collection brand and developing the Group's marketing structure and systems.

"P&O is an iconic Australian brand celebrating 90 years of cruising in Australia this year, so it couldn't be a more exciting time to join the business and a passionate marketing team. It's not about re-inventing the wheel, rather deeply understand today's customer needs and how we re-position our brand to appeal to a wider audience and entice more Aussies to consider cruising as a fun and affordable holiday choice."