

Carnival Corporation in Australia

Australia is one of the top performing cruise markets in the world, with an impressive average annual passenger growth rate of 20 percent over the past decade, as more and more Australians discover that holidays at sea are a great way to enjoy a vacation, and a great value.

Carnival Australia is part of Carnival Corporation, the world's largest leisure travel company, and represents seven leading cruise brands in the Australian and New Zealand market, including Carnival Cruise Line, Cunard, Holland America Line, P&O Cruises Australia, P&O Cruises UK, Princess Cruises and Seabourn. Together these brands account for more than 70 percent of the Australian and New Zealand cruise passenger market, delivering memorable cruise holiday experiences close to home and further abroad, and making the company the largest and longest-serving operator in the market.

The company's local ships have pioneered new experiences and destinations in the region for the past 85 years, while its international ships have brought hundreds of thousands of visitors to see this part of the world. Carnival Australia is also the only company to base ships from Australia for an entire year and also offers the only roundtrip voyage from Australia that circumnavigates the globe.

Carnival Australia has led record industry development and made cruising one of the fastest growing sectors of the Australian and New Zealand tourism industry, with both nations achieving growth rates that place them among the top cruise markets in the world.

Carnival Australia operates ships based full-time in Australian waters, while another dozen or so ships from across the company's cruise lines' fleets are deployed Down Under seasonally or visit local ports during the summer months.

Through its cruise line brands, the company has played a key role in driving the growth of the Australian cruise industry to record highs while also helping make cruising a powerhouse of the Australian tourism industry.

Economic Contribution of Cruising

An economic analysis by Deloitte Access Economics forecasts that total cruise expenditure in Australia will grow to more than \$2.5 billion by 2019-2020. The cruise sector's contribution to employment is forecast to grow to almost 20,000 by 2019-2020.

The company's industry leadership extends far beyond passenger numbers. Carnival Australia continually engages in discussions at the local and federal government level on issues that matter for its guests, and also advocates for improved infrastructure and better passenger services in ports where cruise ships visit.

Carnival Australia's team is actively investigating and developing new cruise destinations across the South Pacific and in Australia and New Zealand. The company also forms key partnerships with local communities it visits to ensure the benefits of a successful cruise industry are felt across the Pacific.

Carnival Australia employs more than 300 staff in its Sydney headquarters in areas including reservations, customer service, hotel operations, marine and technical operations, port operations,

sales, marketing and public relations, legal, people and performance, planning and revenue management, finance and corporate affairs.

Source: Carnival Corporation Corporate Communications | April 2018