



MEDIA RELEASE
May 27, 2015

Carnival Puts the Fun into VIP Rewards

Carnival Cruise Line has officially launched its rewards program down under, allowing Aussie cruisers to be rewarded simply for having fun on a cruise.

A fun take on VIP rewards, Carnival's program is known as VIFP, which stands for Very Important Fun Person.

Now open to Australian guests, the program features special member-only offers and benefits with cruisers earning points every time they sail.

Carnival Cruise Line Vice President Australia Jennifer Vandekreeke said the cruise line was thrilled to be able to reward its Australian guests who loved cruising with Carnival.

"More than 320,000 guests have sailed on Carnival Spirit and Carnival Legend in the past two and a half years, including thousands of repeat cruisers. We even have some Australian guests who have sailed Carnival 16 times," Ms Vandekreeke said.

"As our Australian guest numbers continue to grow, the time has come to introduce our reward program down under. Our VIFP program, which is like being a VIP only way more fun, gives us the chance to recognise our most loyal guests, as well as those who are new to Carnival, with anyone able to join and take advantage of members-only offers."

Benefits such as members-only specials start as soon as guests join, with cruisers able to enjoy additional benefits as they accrue more points including collectible Carnival items, invitations to exclusive cocktail receptions, priority boarding, cabin upgrades and free laundry.

For more information visit www.GOCCL.com.au

**subject to availability, conditions apply.*

About Carnival Cruise Line

Carnival Cruise Line is the largest cruise line in the world with over four and a half million guests travelling every year. The cruise line has two ships based in Australia, Carnival Spirit – the largest and newest cruise ship to be based in Sydney year round – and sister ship Carnival Legend, sailing from Sydney each summer. With 45 activities to enjoy each day, both ships offer fun-loving families and couples memorable and great value holidays.

Media information:

Libby Moffet/Christine Allen

MG Media Communications

02 9904 0011