

Carnival Cruise Lines Expands 'Concierge Club' Program to Include Shipboard Credits for Milestone Cruises

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Members Earn Shipboard Credits of Up to 75 Percent of Cruise Fare, Even Free Cruises, Based on Number of Voyages Taken

Carnival Cruise Lines has expanded its "Concierge Club" guest recognition program to provide members with shipboard credits when they achieve a "milestone" cruise with the line.

With the new shipboard credit benefit, "Concierge Club" members who sail on their 25th, 50th and 75th "Fun Ship" cruise will receive a shipboard credit representing 25, 50 or 75 percent of their cruise fare, respectively, for that particular voyage. Those sailing on their 100th "Fun Ship" cruise earn a complimentary Caribbean, Mexican Riviera or Alaska voyage of up to eight days in length. This new milestone cruise benefit is in addition to the wide range of amenities and privileges that "Platinum" cardholders already receive.

Carnival's "Concierge Club," which was created exclusively for "Platinum" cardholders who have sailed with the line 10 or more times, provides a variety of amenities and privileges to recognize longtime guests for their loyalty and support.

"The 'Concierge Club' has been met with incredible response since being launched last year and this new shipboard credit benefit is just another way of Carnival recognizing and thanking our loyal and valued guests," said Gerry Cahill, Carnival president and CEO.

Prior to their "milestone" cruise, guests will receive a personalized letter from Cahill informing them of the shipboard credit or free cruise they will earn in conjunction with their next milestone cruise.

Carnival has also established a special toll-free line, 1-877-CCL-VIPS (1-877-225-8477) that is staffed on a 24/7 basis and designated specifically for questions regarding the new shipboard credit/free cruise benefit for "Concierge Club" members.

In addition to the rewards for significant milestone cruises, all Platinum cardholders are entitled to the following shipboard benefits and features:

Petit fours and/or canapes delivered to cabin one evening

Personalized stationery

A special Carnival logo item

Guaranteed dining times and supper club reservations

Complimentary entry fee into blackjack or slot tournament

Spa Carnival priority reservations and complimentary treatment upgrade

Complimentary wash and fold laundry service

Complimentary arcade tokens for members under age 18

Priority tender boarding

Priority embarkation and debarkation

Additionally, an exclusive concierge desk for Platinum cardholders has been established at the pursers information desk aboard every Carnival ship. A dedicated phone line is available fleetwide, as well.

"Carnival Concierge Club" members also receive a special Welcome Aboard letter from Cahill in their stateroom detailing the exclusive amenities and privileges available during their cruise.

Shipboard credits and free cruises received for milestone cruises are non-transferable and non-refundable. Certain other restrictions apply.

Carnival is the largest and most popular cruise line in the world, with 22 "Fun Ships" operating voyages ranging from three to 18 days in length to the Bahamas, Caribbean, Mexico, Alaska, Hawaii, New England, Canada, Bermuda, Europe, the Greek Isles and South America.

The line currently has three new ships on order, including the 113,300-ton Carnival Splendor, set to launch Carnival's first Northern European cruise program July 13, 2008, and the 130,000-ton Carnival Dream and Carnival Magic -- to be the largest "Fun Ships" ever constructed when they enter service in June 2009 and October 2011, respectively.

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