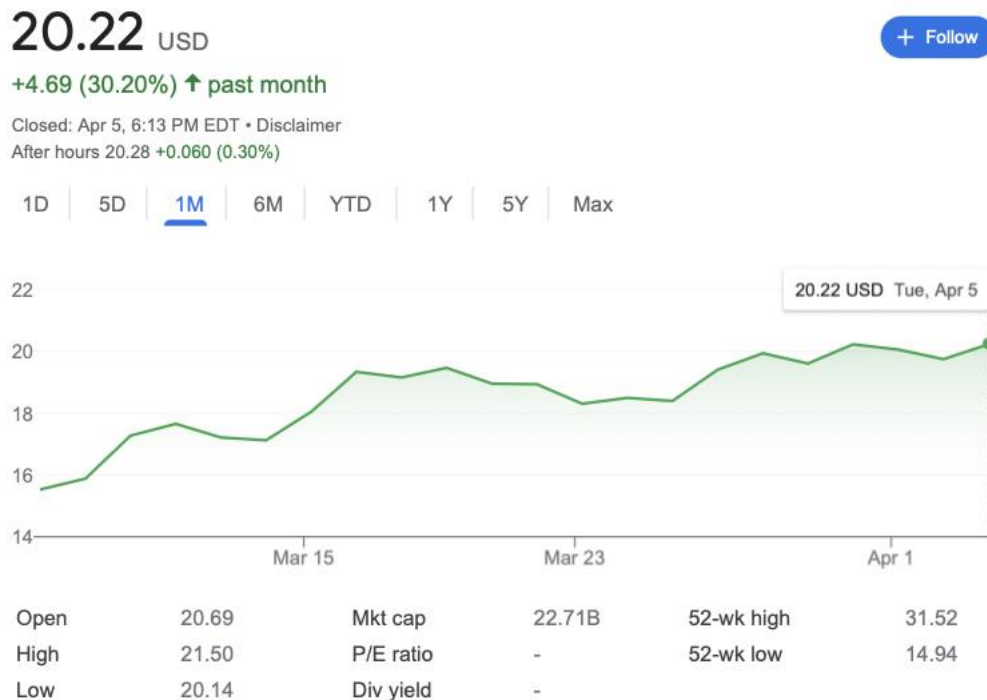


Grace Hartounian
April 5, 2022



Carnival Cruise Line, now Carnival Corporation & plc, has had a long successful trip from 1972 to 2022. Ted Arison, an Israeli immigrant, wanted to make a living for himself in the U.S. travel industry after serving the British army in World War II. After being founded by Arison in 1972, converting an ocean liner into a festive and unique Mardi Gras boat and entering the New York Stock Exchange in 1987, Carnival Corporation & plc has become the largest leisure travel company in the world. The company has 87 ships sailing under 9 brands, contributes to recycling efforts onboard, generates tens of billions of dollars in economic activity per year, has about 13 million guests per year, and supports hundreds and thousands of American workers with jobs.

CARNIVAL CORPORATION SHARE PRICE:



Some significant events have occurred since the last financial reporting of the company on March 7, 2022. Carnival Corporation (CCL) stocks have been overall increasing since they took a dip between March 2 and 7 due to more countries opening their ports. The Russian invasion of Ukraine at the end of February frightened economies around the world, but people realized it would not be as big of a threat as we thought for now since there is no world war. On March 9, 2022, stocks increased by 9% after the company released its programs for summer 2022 travel. Around March 14, 2022, stock prices slightly decreased due to rising fuel costs, but rose again when the Mickey and Madeleine Arison Family Foundation donated \$3 million to Ukraine.

Q1 2022 results were released on March 22, 2022. The summary points out a liquidity position of over \$7 billion due to most of the capacities on the cruise ships being filled, enhanced protocols and fewer COVID-19 cases, fewer operating costs, refinancing of more than \$9 billion of debt, improving interest rates, and replacing less efficient ships with three new ships. The Q1 2022 revenue was \$1.6 billion, which shows major improvement considering Q1 2021 was \$26 million in revenue. The CEO, Arnold W. Donald, points out various wars and pandemics Carnival Corporation has survived and remains confident in the company's ability to continue being successful despite the Russian invasion slightly affecting Carnival's booking patterns in St. Petersburg. He also highlights the company's corporate social responsibility in regards to helping the environment. Donald also points out how the company has dealt with rising fuel costs before, but has been working on being more sustainable for a few years now. Each year, the company lessens fuel consumption, carbon intensity, waste and plastic use by about 20%. Overall, the company continues to foresee an optimistic future ahead of its company and the environment.

Around March 23, 2022, Carnival Corporation stocks decreased in price after Citi gave the lowest analyst rating to Carnival of \$23 a share for the end of 2022. On March 31, 2022, the CDC removed its warning for avoiding cruise travel, which helped drive the stock prices up for Carnival Corporation, Norwegian, and Royal Caribbean. Carnival is currently having the highest booking week ever during its 50th birthday year.

Carnival Corporation has made some new changes to its company in the past month. They announced the arrival of their new Princess MedallionClass ship, Carnival Jubilee, and an Excel-class ship. Carnival Corporation's Holland America Line ship announced it would be a temporary home for Ukrainian refugees in the Netherlands. Princess Cruises became the Official Cruise Vacation partner for the Porsche Club of America National Events. It also expanded its sales

leadership with Cal Almaguer as Sr Vice President of sales and service strategy and operations and Carmen Roig as Vice President of sales. Almaguer has a much experience in the cruise and travel industry including more than 20 years with Disney Destinations and experience at Norwegian Cruise line, which helps them compete. Roig has more than 30 years of sales experience for Crystal Cruises and was once part of the Carnival Cruise Line.

The Carnival Corporation & plc focuses on making PR announcements on its Twitter account @CarnivalPR. It highlights the messages of new ships or areas onboard, how full their ships are with passengers, which ships are returning, old and new itineraries, accomplished employees, presenting bucket list destinations they offer and celebrating their 50th anniversary this year with passengers. It also highlights anything new for passengers, like how they launched VeriFLY digital wallet that makes health screening easier and faster for guests to navigate Carnival ports and ships. This especially allows a simpler process for passengers who don't want to travel due to the hassle of health restrictions. Lastly, Carnival Corporation opened a Miami-themed zone on the Carnival Cruise Line to dedicate their headquarters in Miami.

Carnival Corporation's C-suite consists of highly experienced businessmen. It includes:

- **Arnold W. Donald as Chief Executive Officer and Chief Climate Officer:** has been with Carnival Corporation for a few decades now, so they know the company the best and how it has overcome certain challenges.
- **Josh Weinstein as Chief Operations Officer:** has much experience with how to handle Carnival's operations due to formerly working for Carnival Corporation as a treasurer, corporate attorney, and president of Carnival UK.
- **Peter C. Anderson as Chief Ethics & Compliance Officer:** his position is fairly new and relevant to current times to help the planet and keep people safe, healthy, and in compliance.
- **David Bernstein as Chief Financial Officer and Chief Accounting Officer:** has had business and finance experience with Carnival Corporation since early 2000's and has had some experience with competitor Royal Caribbean Cruises.
- **Vice Admiral William R. Burke as Chief Maritime Officer:** his position is essential because his experience in the Navy allows more knowledge and insight about maritime factors for the company.

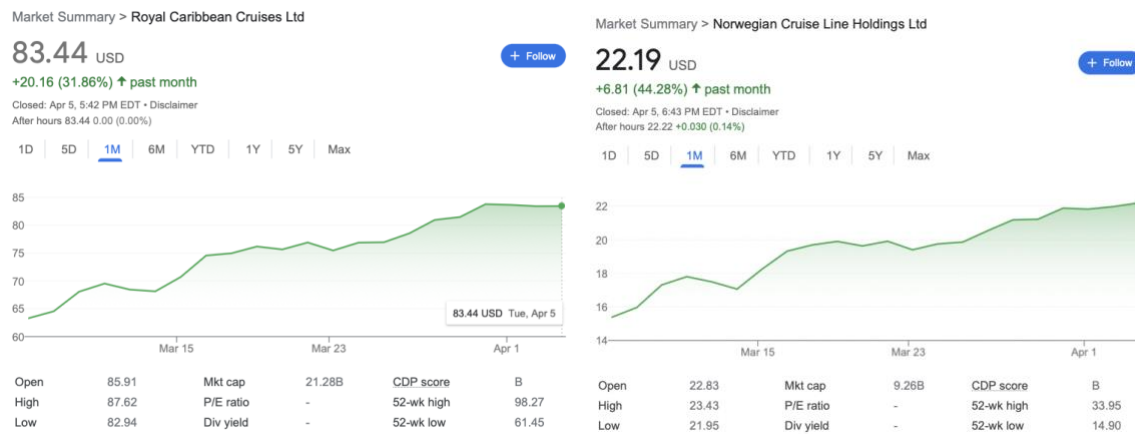
- **Roger Frizzell as Chief Communications Officer:** has much experience with communications among various hospitality and entertainment companies and has won many awards for his work.
- **Jerry Montgomery as Chief Human Resources Officer:** he worked at Disney for a few decades, which allows him to give good insight on Carnival's competition cruise line.
- **Gregory A. Sullivan as Chief Information Officer:** his technology company had created the first banking system online to make transactions between businesses, so he knows how to easily handle information.

The Carnival Corporation's Board of Directors consists of highly experienced members:

- **Micky Arison:** Chair of the Boards and was CEO for Carnival Corporation and Carnival plc interchangeably from 1979 to 2013. He has been associated with the board since 1990 and has been part of most of the company's life.
- **Sir Jonathan Band:** brings international and naval knowledge to the company with 42 years of British naval service.
- **Jason Glen Cahilly:** has 25 years of experience in entertainment, leisure, communications and similar areas along with finance. He is a partner at Goldman Sachs, CEO of a private consulting firm, and was the CFO and CSO of the NBA.
- **Helen Deeble:** has 30 years of experience in transport, logistics, leisure, and finance and is a CEO of a passenger shipping organization. She has previous experience with UK companies being in c-suite.
- **Arnold W. Donald:** CEO and CFO of Carnival Corporation
- **Jeffrey J. Gearhart:** has experience being Vice President within in ethics, compliance, security, and global legal areas.
- **Richard J. Glasier:** has experience being a senior financial officer of competitor Royal Caribbean Cruises and a CEO of a casino operating company.
- **Katie Lahey:** has more than 30 years of experience in tourism, culture, arts, and retail areas including within the cruise industry.
- **Sir John Parker:** former head of a ship building company and leading positions of UK companies within government and engineering.
- **Stuart Subotnick:** experience in financing, investing, and business.

- **Laura Weil:** has experience in finance, technology, investment banking, and consumer strategies among retail companies.
- **Randall J. Weisenburger:** has experience in leadership, operations, finance, and corporate governance within investment and advertising companies.

Carnival Corporation, Norwegian Cruise Line and Royal Caribbean Cruises have had similar ups and downs on the stock market since the pandemic began. However, Carnival Corporation has overall been lagging behind Royal Caribbean Cruises on the stock market over the past few years because Royal Caribbean Cruises has had a stronger and faster recovery, better restaurants, has unmatched features onboard and is known for having some of the biggest ships in the world. Carnival Corporation has been focusing on “fun” and connecting that to its 50th anniversary celebration and building new ships to compete against Royal Caribbean’s elite ships. All three cruise lines have been following each other when it comes to COVID-19 restrictions, raising prices due to fuel prices rising, and setting sail ships. Norwegian is doing great considering having less revenue than Carnival and Royal. Carnival Corporation is optimistic about the end of this year being a big boost for its company with the new ships, celebrations, and more fleets sailing.



Carnival Corporation ensures its array of services are affordable, favorable and accessible for diverse passengers around the world. Its mission statement is “Together, we deliver joyful vacation experiences and breakthrough shareholder returns by exceeding guest expectations and leveraging our industry-leading scale.” It prioritizes fun and safety for their passengers and try to convince them in that way through their advertisements. Carnival Corporation uses the motto “Fun For all. All For Fun” in its marketing campaigns to make people think or remember that Carnival

cruises are fun. It focuses on advertising and marketing with online media to reach more audiences.



Essential objectives for the Carnival Corporation are to lower costs, improve positive environmental efforts and gain more passengers. Carnival Corporation uses a low-cost focus business strategy to give customers more value for their money. It tends to match or beat competitors in costs for ticket sales while having similar or better amenities. For example, a three-night Bahamas cruise from the U.S. on April 22, 2022 costs \$136 through Carnival Cruises, \$179 through Norwegian Cruise Line and \$487 through Royal Caribbean Cruise. Carnival's target audiences include women, couples, families, and single men all aged 20-50 years old. Some main ways the company makes money are by ticket sales, monitoring fuel prices, making business deals with international governments, buying ships more than building ships, bar revenues and onboard gambling. This has allowed Carnival Corporation to be the leading cruise company.

Carnival Corporation has been the most successful cruise company owning 45% of the cruise market. However, it has been behind Royal Caribbean in regards to the stock market despite Royal Caribbean owning 25% of the market share. Currently, Carnival Corporation's stocks are behind Royal Caribbean's due to increasing debt during the pandemic, but is on route to a slow recovery with increasing profit from booked cruises. Arnold W. Donald has been expecting increasing revenue, and he has been proven correct throughout 2022. Market analysts have also recommended mainly holding Carnival stocks, and if not then buy. Carnival Corporation continues to expand in the industry by reaching cruises around the world and acquiring new ships. The company has survived the rough wave of spreading illnesses, economic crashes and wars. It has a long way to go to continue growing in the market and the cruise industry.

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