



**WUATA**  
WHY USE A TRAVEL ADVISOR



Dear Traveler,

At Carnival, we're committed to offering you the best vacation and an unforgettable cruise experience. Travel advisors help us deliver that experience by focusing on the details that make your vacation personal and perfect just for you. That's why in early 2019 our Carnival sales team embarked on our yearlong campaign dedicated to increasing consumer awareness of the benefits of using a travel advisor when booking your Carnival cruise vacation. The truth is, those who use a travel advisor know the benefits their advisor brings, but too many people still don't realize the advantages of using a travel agent. We're on a mission to change that by spreading the word through the "Why Use A Travel Advisor" campaign, or WUATA, as we affectionately call it. We're not only championing travel advisors, we're also helping consumers like you understand and reap the benefits of using a travel advisor.

Over the past 47 years we've earned our position as "America's Cruise Line" thanks to our variety of North American embarkation ports, with 20 year-round and seasonal homeports – the most in cruising. We're proud of our 26 ship fleet and very excited about our continued growth, with three new ships coming in 2019, 2020, and 2022. We're just as committed to growing our fleet with new ships as we are with upgrading and enhancing our existing fleet. We've invested over \$2 billion in our ship enhancement program to ensure our existing fleet exceeds your expectations and includes many of our popular new spaces our guests truly love, including a complete bow-to-stern makeover for the newly enhanced Carnival Sunrise.

We encourage you to choose a travel advisor to help you with your next cruise vacation and invite you to Choose Fun with Carnival.

Adolfo M. Perez, CTC  
Senior Vice President of Global Sales & Trade Marketing



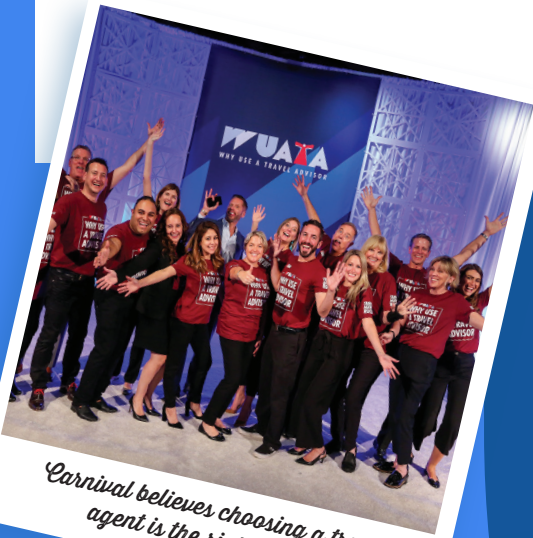
*Travel advisors invest in their learning!*

# WUATA.com

## AND Facebook

Visit **WUATA.com** and **WUATA Facebook page** ([Facebook.com/CCLWUATA](https://www.facebook.com/CCLWUATA)), which serve as our latest platforms informing you of why you should book your vacation with a travel advisor. If you haven't had the pleasure of booking your Carnival cruise through a travel agent allow us to show you why this is the way to go!

But don't just take our word for it, WUATA.com features real client testimonials of their personal experiences, so let them tell you directly why they use a travel advisor!



*Carnival believes choosing a travel agent is the right choice!*



*Your travel advisor will become your kids' best friend*



*Your travel advisor knows the best dining times!*

# WUATA

## Videos

Scan the QR Code to watch the latest videos about Carnival, and to hear from vacation-goers like you about their amazing experience booking through their travel advisors.

▶ **SCAN THE QR CODE AND WATCH NOW!**



[HTTPS://CHOOSE.FUN/videos](https://choose.fun/videos)



# WUATA

## Updates

Be in-the-know and receive text alerts on **WHY USE A TRAVEL ADVISOR** program throughout the year by texting **"WUATA"** to **1-866-Go-WUATA (469-8282)**.

Don't miss out on the latest contests, offers and participation opportunities.



# AT CARNIVAL®, WE KNOW TRAVEL AGENTS ROCK!

# MY CRUISE BUCKET LIST

## *Before you call your agent*

Before contacting your travel advisor, make sure you have all your wishes ready on your list.

### THINGS TO THINK ABOUT...

*Places I'd like to see*.....

*Who's coming with me?*.....

*How much would I like to spend?*.....

*Dream spot?*.....

*Favorite time to eat?*.....

*Cocktails that make me happy*.....

*Relax in the spa?*.....

*Must haves during a cruise?*.....

*Are kids coming?*.....



*Fun in the sun*



*Sailing away!*

## CALL YOUR TRAVEL ADVISOR TODAY!



## WE AT CARNIVAL® BELIEVE FUN IS A CHOICE.

We know that fun is relative. His fun is different than her fun is different from theirs is different from yours.

It isn't always an easy choice choosing fun.

But travel advisors exist to help you tailor the Carnival cruise of your dreams. It's why they personalize every experience for their clients to bring you the best vacation.

Travel advisors take care of all the details, so the only thing left for you to do is Choose FUN!



*Need to relax?  
Your travel advisor has you covered!*



### 1. FULFILLER OF DREAMS

Cruise guests enjoy 10% higher satisfaction with their overall cruise experience when booking through a travel advisor.



### 2. VACATION EXPERTS

More than 75% of all cruises booked worldwide are booked through travel advisors.



### 3. TIME SAVERS

Researching online can take hours. With a travel advisor, you get that time back.



### 4. YOUR ADVOCATE

78% of those who last used a travel advisor within 5 years believe that travel advisors are always looking out for their clients. And it's on the rise.



### 5. FREE

Travel advisors book cruise vacations free\* of charge! Need we say more?



*Travel advisors help you Choose Fun!*

# READY TO CHOOSE YOUR TRAVEL ADVISOR?

1. CLIA Premier Summit Consumer Survey, 2. ASTA, 4. ASTA.  
\*Charges may apply; dependent on travel agency  
ASTA (American Society of Travel Agents)  
CLIA (Cruise Line International Association)

## TRAVEL ADVISORS ARE VACATION PROS.

Travel agents are an invaluable resource helping you save time, money, and avoid the stress of vacation-planning on your own. Your life is busy enough without having to spend hours researching a place you've never been, while also trying to shop around for the best deals. A travel advisor does all of this for you – and more – free\* of charge.



## TRAVELER TESTIMONIALS

### *Peace of Mind*

“Not only did she locate the cruise and destinations I wanted but she went above and beyond to ensure that we were comfortable.”

*Bridget G.*  
Atlanta, GA

### *Best Deals*

“Understands my needs, works to get me the very best deal, very professional at what she does.”

*Marilyn O.*  
Wichita, KS

### *Full Service*

“My travel agent is awesome. She books my cruises. She takes care of everything for me. She even prints my luggage tags and all my documents.”

*Dana B.*  
Milwaukee, WI

### *Great Follow-up*

“Best ever, always on top of reservations, does great with email updates and really cares about every one of her clients.”

*Pammy T.*  
Pasadena, CA

### *Worry - free*

“We never have to worry about anything. From the time we leave home until the time we return, every aspect of the trip is well planned and customized to us.”

*Jimmy S.*  
Edina, MN

### TRAVEL ADVISOR INFORMATION

