

## Carnival Corporation's Brands Capture Nearly 350 Cruise Industry Honors in 2016

Thursday, February 02, 2017 03:14:00 PM (GMT)

MIAMI, Feb. 2, 2017 /PRNewswire/ -- [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest leisure travel company, earned nearly 350 honors and awards in 2016 across its 10 brands recognizing their world-class onboard experience, destinations, vacation value, sustainability, diversity and inclusion, and company leadership.

Carnival Corporation's 10 brands were consistently recognized for an overall exceptional experience – providing third-party testament to the company's success in consistently exceeding guest expectations and providing extraordinary vacations. More than 40 ships across Carnival Corporation's fleet received honors including its newest vessels launched in 2016 -- Carnival Vista from Carnival Cruise Line, the ms Koningsdam from Holland America Line and AIDAprima from its Germany-based AIDA Cruises. Honors also included popular established ships such as Cunard Line's iconic Queen Mary 2, Seabourn Odyssey from ultra-luxury line Seabourn and the Regal Princess from Princess Cruises.

Carnival Cruise Line was named Most Trusted Cruise Line in America by Reader's Digest, and with six Porthole Cruise Magazine's Readers' Choice Awards in 2016, including Best Value for the Money line for the 18th consecutive year, it has now earned an unprecedented 146 individual honors – the most of any cruise operator since the magazine's awards were established in 1999.

Carnival Corporation's Holland America Line also set a record when it was named "Best Overall Cruise Value" by World Ocean & Cruise Liner Society for the 24th consecutive year. Princess Cruises received 35 Cruise Critic 2016 Cruisers' Choice awards across the small, mid-size and large ship categories. Seabourn, the company's ultra-luxury cruise line, received recognition for its outstanding service as well as excellence in the small-ship category.

Several of Carnival Corporation's leaders -- including Carnival Corporation CEO Arnold Donald, Holland America Line President Orlando Ashford, Fathom President Tara Russell, Seabourn President Rick Meadows and Carnival Cruise Line Senior Cruise Director John Heald -- received individual recognition for their outstanding achievement, leadership and creativity.

"At Carnival Corporation, each of our brands is committed to consistently exceeding guest expectations and providing extraordinary vacations at an exceptional value, especially when compared to land-based vacations," said Roger Frizzell, chief communications officer for Carnival Corporation. "These awards are a tribute to the passion, dedication and professionalism of our 120,000 employees around the world. On behalf of our 10 global brands, we are honored by the recognition and we remain more committed than ever to providing the world's best vacation experiences for the nearly 12 million people who trust us every year with their precious vacation time."

Below is a partial list of Carnival Corporation's 2016 awards. A complete list can be found [here](#).

- **Alaska Tourism Industry Association:**
  - Alyseka Award – Denali Square Complex, Holland America Line
- **Association for Rescue at Sea:**
  - AFRAS AMVER Award – Captain and Crew of the Holland America Veendam, Holland America Line
- **Berlitz Cruising & Cruise Ships 2017 Guide**
  - Top Large Resort Ship – Queen Mary 2, Cunard
  - Most Luxurious Suites – Queen Mary 2, Cunard
  - Best Cruise Ship Spa 2017 – Queen Mary 2, Cunard
- **Bethune-Cookman University Mary McLeod Bethune Legacy Awards:**
  - Leadership Award – Orlando Ashford, Holland America Line
- **Black Enterprise Magazine:**
  - 50 Best Companies for Diversity – Carnival Corporation
- **British Travel Awards:**
  - Best Luxury Cruise Line – Cunard
  - Best Mid-Ship Cruise Line – Holland America Line

- Best Family Cruise Line – P&O Cruises UK
  - Best Large Ship Cruise Line – P&O Cruises UK
- **Condé Nast Traveler Readers' Choice Awards:**
  - Best Small Ship Line – Seabourn
  - Best Medium Ship Line – Holland America Line
  - Best Large Ship Cruise Line – Cunard
  - Best Large Ship Line – Princess Cruises
- **Cruise Critic 2016 Australia Editors' Picks:**
  - Best Cruise Line for Value – Carnival Cruise Line
  - Best Cruise Line Cabins – Holland America Line
  - Best Cruise Line Itineraries – P&O Cruises Australia
- **Cruise Critic 2016 Cruisers' Choice:**
  - Best Cruise Ship Overall, Large Ship – Regal Princess, Princess Cruises
  - Best Cruise Ship Overall, Midsize Ship – ms Westerdam, Holland America Line
  - Best Cruise Ship Overall, Small Ship – Seabourn Odyssey, Seabourn
  - Best Cruise Line Standard Cabins – Holland America Line
  - Best Cruise Ship for Entertainment, Small Ship – Pacific Princess, Princess Cruises
  - Best Cruise Ship for Embarkation, Midsize Ship – ms Maasdam, Holland America Line
  - Best for Families – Carnival Sunshine, Carnival Cruise Line
  - Best for Shore Excursions, Large Ship – Carnival Freedom, Carnival Cruise Line
- **Cruise Critic 2016 UK Editors' Picks:**
  - Best Cruise Line for Dining – P&O Cruises UK
  - Best Cruise Line for Romance – Princess Cruises
  - Best Luxury Cruise Line – Seabourn
- **Cruise Fever Fan Awards:**
  - Best New Cruise Ship in 2016 – Carnival Vista, Carnival Cruise Line
  - Best Cruise Private Island 2016 – Half Moon Cay, Holland America Line
  - Best Cruise Line to Alaska 2016 – Princess Cruises
- **Cruise International Awards 2016:**
  - Outstanding Contribution to the Cruise Industry – Carnival Corporation
  - Best for First-Time Cruisers – Carnival Cruise Line
  - Best for Wellbeing – Holland America Line
  - Best Value for Money – P&O Cruises UK
  - Best Cruise Line – Princess Cruises
- **6<sup>th</sup> Cruise Congress: German Cruise Awards:**
  - Ship of the Year, Sport & Spa Facilities – AIDAprima, AIDA Cruises
  - Ship of the Year, Family Friendliness – AIDAprima, AIDA Cruises
- **Cruiseline.com Members' Choice Awards:**
  - Best Line for Suites – Holland America Line
  - Best Line for Oceanview Cabins – Carnival Cruise Line
  - Best Line for Dining – Cunard
  - Best Line for Suites – Princess Cruises
  - Best Private Caribbean Island – Half Moon Cay, Holland America Line
- **Customer Service Institute of Australia - Australian Service Excellence Awards:**
  - 2016 Friendly Award, Cruise Lines – Carnival Cruise Line
- **Fast Company:**
  - Most Creative People in Business 1000 – Tara Russell, Fathom
- **German Institute for Service and Quality:**
  - German Fairness Award – AIDA Cruises
- **Lloyd's Register:**
  - ECO Notation Award – Carnival Cruise Line
- **NACTA 2016 Awards:**
  - Niche Partner of the Year – Fathom
- **National Geographic Traveller Reader Awards:**
  - Best Cruise Line – P&O Cruises UK
- **Porthole Cruise Readers' Choice Awards:**
  - Best Cruise Line for Teens – Carnival Cruise Line
  - Best Mexican Riviera Itineraries – Carnival Cruise Line
  - Best Trans-Atlantic Itineraries – Cunard

- Best Mediterranean Itineraries – Costa Cruises
- Most Eco-Friendly Line – Holland America Line
- Best Australia/New Zealand Itineraries – P&O Cruises Australia
- Best Onboard Shopping – Princess Cruises
- Best Service – Seabourn
- **Reader's Digest Most Trusted Brands:**
  - Most Trusted Cruise Line – Carnival Cruise Line
- **Recommend Magazine 2016 – Reader's Choice Awards:**
  - Best Cruise Line – Princess Cruises
- **Savoy Magazine:**
  - Top 100 Most Influential Blacks in Corporate America – Arnold Donald, Carnival Corporation; Orlando Ashford, Holland America Line
- **SHAPE Healthy Travel Awards:**
  - Best Cruise to Refresh and Rejuvenate – Seabourn
- **The Times and Sunday Times Travel Awards**
  - Best Ocean Cruise Line – P&O Cruises UK
- **Town & Country Magazine 2016 Cruise Awards:**
  - Best for Pet Lovers, Mainstream Luxury – Cunard
  - Best for Onboard Activities, Mainstream Luxury – Cunard
  - Best for Food, Classic Luxury – Seabourn
- **Travel + Leisure World's Best Awards 2016:**
  - The World's Best Large-Ship Ocean Cruise Lines – Holland America Line
  - The World's Best Mega-Ship Ocean Cruise Lines – Cunard
  - The Best Ocean Cruise Lines with Midsized Ships – Seabourn
- **Travel Weekly Magellan Awards:**
  - Contemporary Ship - Entertainment – Princess Cruises
  - Overall - Education Program – Princess Cruises
  - Expeditions - Shore Excursions – Seabourn
  - Overall - Mobile App – Holland America Line
  - Cruise Marketing - Website – Carnival Cruise Line
- **The 2016 Travvy Awards:**
  - Best Mid-Size Cruise Line, USA & Canada – Holland America Line
  - Best Cruise Ship, Small Ship – Seabourn
- **US News & World Report:**
  - Best Affordable Cruises – Regal Princess, Princess Cruises
- **USA Today 10 Best Readers' Choice 2016:**
  - Best Cruise Ship for Dining – Carnival Vista, Carnival Cruise Line
  - Best Cruise Ship for Entertainment – Carnival Sunshine, Carnival Cruise Line
  - Best Ocean Cruise Line – Costa Cruises
  - Best Cruise Ship for Families – Royal Princess, Princess Cruises
- **Wave Awards 2016:**
  - Best New Ship Launch – Britannia, P&O Cruises UK
  - Best Marketing Campaign – Cunard
  - Best Premium Cruise Line – Princess Cruises

### **About Carnival Corporation & plc**

Carnival Corporation & plc is the largest leisure travel company in the world, with a portfolio of 10 cruise brands in North America, Europe, Australia and Asia comprised of Carnival Cruise Line, Fathom, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia) and P&O Cruises (UK).

Together, these brands operate 102 ships visiting over 700 ports around the world and totaling 226,000 lower berths with 19 new ships scheduled to be delivered between 2017 and 2022.

Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour companies in Alaska and the Canadian Yukon. Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only group in the world to be included in both the S&P500 and the FTSE 100 indices.

Additional information can be found on [www.carnival.com](http://www.carnival.com), [www.hollandamerica.com](http://www.hollandamerica.com), [www.princess.com](http://www.princess.com),

[www.seabourn.com](http://www.seabourn.com), [www.aida.de](http://www.aida.de), [www.costacruise.com](http://www.costacruise.com), [www.cunard.com](http://www.cunard.com), [www.pocruises.com.au](http://www.pocruises.com.au), [www.pocruises.com](http://www.pocruises.com) and [www.fathom.org](http://www.fathom.org).

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SOURCE Carnival Corporation & plc

**Countries:** United States

**Industries:** Entertainment & Leisure, Travel & Tourism

**Languages:** English

**Primary Identifiers:** CCL-GB, CCL-US

**Related Identifiers:** CCL-GB, CCL-US, CUK-US

**Subjects:** Human Interest Groups