

**OCEAN READY™: TRANSFORMING GUEST JOURNEY FROM HOME TO SHIP**

*Innovative model prepares guests for vacations, enriches arrival experience*

*and forms foundation for enduring relationships*

Cruising is among the most relaxing, stress-free vacations you can experience. Now, with Carnival Corporation’s new guest experience initiative, the planning and boarding process will be easier than ever.

Set to debut aboard Regal Princess – from the company’s Princess Cruises brand -- in November 2017, Ocean Ready will streamline the planning process, facilitate travel logistics and make embarkation day a more simple, seamless and personalized experience. It will also provide a guest-centric introduction to Carnival Corporation’s groundbreaking **One Cruise Experience Access Network™ or O·C·E·A·N™,** which promises to transform every aspect of the cruise vacation.

“The pre-arrival expectation and envisioning of what this vacation will be in the guest mindset is probably some of the most important time; it sets the tone for their frame of reference for the entire voyage,” says Michael Jungen, Carnival Corporation’s vice president of design and technology. “That speaks well to the opportunity to approach this work so that the overall experience of our guest is elevated and transformed.”

With Ocean Ready, once guests have booked a cruise, they’ll receive their personalized **Ocean Medallion™**, a technology-enabled device that serves as a keycard, credit card and navigational aid while traveling, and instructions on how to use their **Ocean Compass™**, a digital experience portal that serves as a vacation concierge before, during and after vacation.

Ocean Compass is available online, on smart devices, on kiosks in port terminals, on stateroom TVs, on interactive surfaces located throughout the cruise ship and on devices carried by crew members. The Ocean Compass invites guests to input as much or as little information as they choose, although the more details they provide, the more enhanced guest services they can take advantage of.

“Ocean Ready is not just about distinct transactional moments or processes that the guest is called to interact with,” says Jungen. “It's really the whole mission, the entire experience of the pre-arrival phase of your vacation.”

Here’s how it works:

* **At home:** Accessing their online profile, guests can at their leisure input all required documentation, including passport information, health forms, travel details and preferred form of payment. They can also upload a photo, create a digital avatar to further personalize their profile and arrange to have their luggage picked up for expedited delivery direct to their stateroom. The more that guests do at home, the more time they will save at the cruise terminal.
* **At the airport:** Guests who fly to their embarkation city are met at the airport by crew members called Navigators who recognize them via signals transmitted between the Ocean Medallion and the larger O·C·E·A·N network. Bringing up guests’ profiles on a Crew Compass™, Navigators can welcome them personally, confirm their documentation status and direct them to a fleet of luxury OceanLand Express motor coach vehicles.
* **In transit:** After being warmly welcomed at the airport, guests on OceanLand Express motor coaches can relax on their way to the cruise port. While onboard, guests can access their personal OceanCompass to explore options on the ship, book activities and learn more about the people, places and cultures they’ve come to experience.
* **At the cruise terminal:** Upon arrival at the port, guests who are fully Ocean Ready will be able to board the ship, as their Ocean Medallion also serves as the “key” to their stateroom.) Those who haven’t completed the process, or still need to pick up their Ocean Medallion, will be directed to crew members who can facilitate the process and speed them on their way.

It’s important to note that being Ocean Ready doesn’t eliminate the operational and regulatory aspects of embarkation. Instead, the service empowers guests, enhances the experience and sets the foundation for everything that follows.

"Getting your passport information, ensuring that we have your photo — those are all transactional realities and they must be tended to,” says Jungen. “With Ocean Ready, we're providing that in an experience dimension that makes it easy and simple for guests to begin their cruise vacation and have a great time.”

At the same time, the system enables an unprecedented level of personalization. In the process of becoming OceanReady, guests have the opportunity to explore their ship’s offerings and design a customized itinerary that’s just right for them. They can make dining reservations, pre-book shore excursions, even shop for accessories to customize their Ocean Medallion.

As a reference point, Padgett and Jungen led the team at Walt Disney Parks and Resorts that created MagicBand and FastPass+, which is limited to a single park and a handful of services.

Ocean Ready, on the other hand, is designed to evolve and adapt to guests’ future needs via their Ocean Compass, laying the foundation for an enduring relationship that becomes even richer over time. Not only will existing information carry over to subsequent cruises but every time a guest inputs new information, engages with a crew member or interacts with a digital access point, another bit of data is added to their profile.

The result is a virtual circle in which guests’ actions reveal their interests, needs and desires, enabling crew members to deliver services that anticipate their expectations — and then satisfy them — without those guests even having to express them. Instead, they can relax, enjoy their cruise and savor the fact that they’re already Ocean Ready for their next journey.

Following the debut on Regal Princess in November 2017, the new Ocean Medallion Class vacations will be available aboard Royal Princess and Caribbean Princess in early 2018 with plans to roll out, over multiple years, on the entire Princess Cruises fleet.

For information, visit [Ocean.com](http://www.ocean.com/). To book an Ocean Medallion Class vacation, visit [Princess.com](http://www.princess.com/)/ocean.

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