

**CARNIVAL CORPORATION INVITES TRAVELERS TO LIVE THE O·C·E·A·N™ LIFESTYLE**

*World’s largest cruise company celebrates the places, cultures and stories
of ocean travel through authentic content and amazing vacation experiences*

From sailing to and exploring exotic places to being immersed in authentic cultures with family and friends, cruising has always appealed to people who value the travel experience. Now, with the launch of **O·C·E·A·N — One Cruise Experience Access Network™ --** [**Carnival Corporation**](http://www.carnivalcorp.com/)  is helping them transform those experiences into a way of life.

“Our research tells us that there is a large portion of the population that actively seeks the Ocean lifestyle,” said John Padgett, chief experience and innovation officer for Carnival Corporation. “Adopters of this lifestyle – by definition -- take full advantage of the restorative powers of the ocean to generate greater connections with loved ones and to experience life-changing moments that create memories. And we think Carnival Corporation – with 10 global cruise line brands including a couple that have been in the cruise business for nearly two centuries – is uniquely positioned to offer access to this lifestyle. We will put guests in the center of the places, cultures and stories of ocean travel through authentic TV content and our amazing vacation experiences.”

That passion drives all three elements of O·C·E·A·N:

**Ocean Experiences™** – The pinnacle of Ocean Experiences is the Ocean Medallion Class -- cruise vacations that leverage Carnival Corporation’s revolutionary Ocean Medallion™ and Ocean Compass™ to deliver personalization on a level never before considered possible. Based on a strategy to make vacations more simple, personal, immersive and authentic, Ocean Medallion unleashes a new level of enhanced guest services by connecting the real and digital worlds to create immersive experiences based on a guest’s location, their cruise history and the personal information they provide.

**Ocean Media™** – Carnival Corporation’s new experiential media content portfolio features a range of inspirational family- and travel-related TV shows that highlight the great destinations, exciting adventures, authentic cultures and cuisine, and beautiful vistas that make cruise vacations the fastest growing segment of the vacation sector. The corporation has produced four shows – three that are seen weekly on network TV and a fourth series that premieres in early 2017 on A&E.

**Ocean Destinations™** – An initiative that will significantly overhaul several of the company’s Caribbean destinations and resort lodges in Alaska by reimagining and revamping physical landscapes to deliver more immersive cultural experiences and enriched storytelling. Ocean Destinations will ensure guests will experience more time in exclusive and unique destination experiences in the Caribbean, Alaska, Pacific, Mediterranean, Baltics, Australia and Asia.

Research shows that people are hungry for such experiences: In a recent survey by the Consumer Technology Association, 81 percent of respondents, dubbed “doers,” said they valued experiences more than possessions vs. nine percent, aka “havers,” who favored possessions. (The remaining 10 percent valued both equally.) And when they were asked what experiences they valued most highly, the top three responses were time with family and friends (40%), experiencing new cultures (28%) and visiting new places and road trips (22%).

These “doers” exemplify what author B. Joseph Pine has termed the “experience economy” -- the concept that as goods and services become commoditized, people are increasingly seeking experiences that engage them in an inherently personal way. In a nutshell, they embrace and embody the essential truth that, “The best things in life … aren’t things.”

At the same time, brands that deliver those experiences deliver something else, as well. By moving from cookie-cutter offerings to carefully curated ones, companies don’t just satisfy their customers’ immediate needs; they also help customers express who they are, what’s important to them and who they aspire to be.

So it is with travel, which has always been about satisfying these deeper needs. Other than the occasional souvenir, people don’t travel to have more things. They travel to have more experiences, to explore new places, to meet other interesting people and to create memories they can share with their loved ones. It’s not about luxe living and over-the-top attractions — even the latest “wow” amenity can quickly become commoditized — but about providing the experiences that travelers are truly looking for.

Ocean Medallion Class takes that to a level never before seen in travel.

The **Ocean Medallion** bridges the physical and digital experience worlds to deliver a highly personalized service level not previously considered possible – including food and beverage on demand, anywhere interactive gaming, personalized entertainment, sophisticated wayfinding, and viewing and interacting with live stage shows from a guest’s stateroom and much more. The quarter-sized, 1.8-ounce disc can be accessorized with an array of jewelry, clips, key chains and bands or simply carried in a pocket or pocketbook.

Best of all, the experience endures. Just as the ocean itself has always connected people — inspiring us, energizing us, revitalizing us — O·C·E·A·N creates a bond that connects people across time. From summoning the stories of the people and places they visit to capturing their own in the making, those who heed the call of the ocean become part of a rich history.

O·C·E·A·N brings it all together in new and exciting ways. Embracing the freedom of the sea and the power of technology, the system celebrates the enduring appeal of cruising — the tang of salt air, the rhythm of the waves — even as it enables new adventures, closer bonds among friends and family members, and memories that last a lifetime.

“We’re out to change the perceptions of our guests,” said Padgett. “We want to bring more people into the world of cruising — and to inspire them to live the ocean lifestyle.”

The new guest experience platform will debut on Princess Cruises’ Regal Princess in November 2017, followed by Royal Princess and Caribbean Princess in 2018. The new Ocean Medallion Class will be rolled 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, visit [Princess.com](http://www.princess.com/)/ocean.

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