#### Forward Looking Statements and Responsibility

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- the levels of Carnival Corporation & plc's potential vacationers' discretionary income and net worth and this group's confidence in their country's economy;
- •fluctuations in foreign currency exchange rates, particularly the movement of the U.S. dollar against the euro, sterling, and the Australian and Canadian dollars;
- •the international political climate, armed conflicts, terrorist and pirate attacks and threats thereof, and other world events affecting the safety and security of travel; •competition from and overcapacity in both the cruise ship and land-based vacation industries;
- •lack of acceptance of new itineraries, products and services by Carnival Corporation & plc's guests;
- changing consumer preferences;
- •Carnival Corporation & plc's ability to attract and retain qualified shipboard crew and maintain good relations with employee unions;
- •accidents, the spread of contagious diseases and threats thereof, adverse weather conditions or natural disasters, such as hurricanes and earthquakes, and other incidents (including, but not limited to, ship fires and machinery and equipment failures or improper operation thereof), which could cause, among other things, individual or multiple port closures, injury, death, damage to property and equipment, oil spills, alteration of cruise itineraries or cancellation of a cruise or
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- \*adverse publicity concerning the cruise industry in general, or Carnival Corporation & plc in particular, including any adverse impact that cruising may have on the marine environment;
- changes in and compliance with laws and regulations relating to the protection of disabled persons, employment, environmental, health, safety, security, tax and other regulatory regimes under which Carnival Corporation
- •increases in global fuel demand and pricing, fuel supply disruptions and/or other events impacting on Carnival Corporation & plc's fuel and other expenses, liquidity and credit ratings;
- •increases in Carnival Corporation plc's future fuel expenses from implementing approved International Maritime Organization regulations, which require the use of higher priced low sulfur fuels in certain cruising areas, including the proposed establishment of a U.S. and Canadian Emissions Control Area ("ECA"), which will, if established, change the specification and increase the price of fuel that ships will be required to use within this ECA;
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- •Carnival Corporation & plc's counterparties' ability to perform;
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- \*Carnival Corporation & plc decision to self-insure against various risks or its inability to obtain insurance for certain risks at reasonable rates;
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Seatrade Winter Cruising Forum Istanbul Dec 5 - 7 2011

### **An Unlikely Success Story**



## Carnival Corporation & PLC A Global Vacation Company



### Leading Global Brands

#### North America

## **United Kingdom**

## Continental Europe

### Australia & Asia











Holland America Line

A Signature of Excellence











Brands targeted towards Specific Cultures & Demographics

# **Key Operating Statistics Year-end 2010**

10 Cruise Brands
8 Operating Headquarters
United States (Miami, Santa Clarita, Seattle)
UK, Italy, Germany, Spain and Australia

<ul><li>Ship</li></ul>	pboard	emp	oyees

Shoreside employees

Ships

Lower berths

Passengers carried

75,000

14,000

101\*

200,000\*

9.1m



# Carnival Corporation & PLC Key Facts

- The world's largest cruise company.
- One of the 3 largest leisure companies in the world.
- Carnival is a dual listed company, its shares are listed on the New York and London Stock Exchanges.
- The only company on both the FTSE 100 and the S&P 500.
- The company with the highest credit rating in the leisure industry worldwide.



### Attractive Growth Prospects Available to Multi Brand Strategy

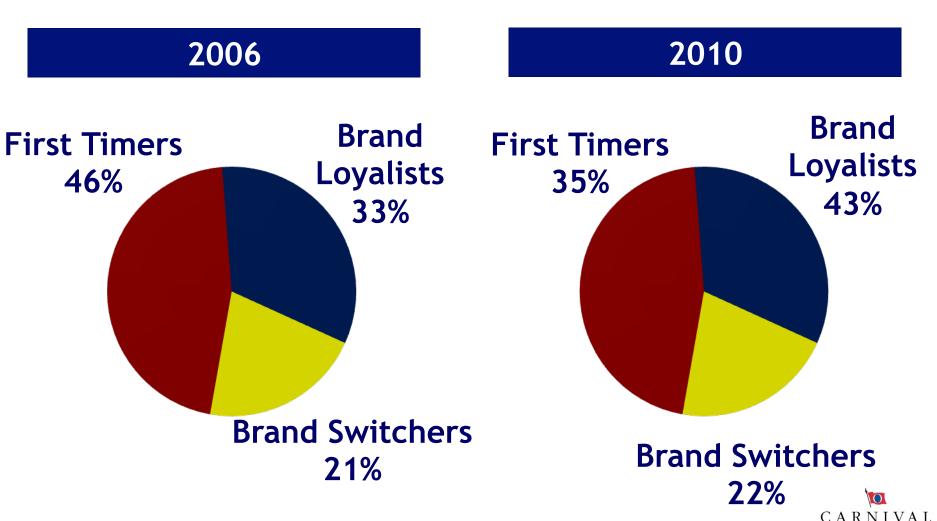
	North <u>America</u>	United Kingdom	Continental <u>Europe</u>
Population	344m	62m	262m
Average Income	\$47k	\$35k	\$32k
Vacation Days	15	20	24
Cruise Vacations (Estimate)	10.8m	1.7m	3.1m
Cruise Penetration (% of	3.1%	2.6%	1.2%

#### Population)

Source: 2009 Statistics obtained from:

G.P. Wild, U.S. Census Bureau-International Database, CIA World Fact Book and Mercer Human Resource Consulting and company CARNIVAL Continental Europe consists of Germany, Italy, Spain, Portugal and France.

#### Increasing Base of Repeat Cruisers





# Turkey and the Cruise Industry



- Turkey is expected to finish the year with about 1,650,000 passengers calling on 11 ports
- Istanbul, Izmir and Kusadasi have about the same number of passengers, each with about a 29% share of the passengers
- Izmir is expected to be the busiest port in Turkey this year as well as in 2012
- Many Turkish ports have seen a surge in passenger arrivals this year, and will see more next year



# Turkey and Carnival Corporation



- In 2011 Carnival is expected to have 803,000 passengers with 440 calls in all 11 Turkish ports.
- Carnival's # 1 port in the country is Izmir with 32% of our passengers, second is Istanbul with 28% of the passengers
- Carnival's market share in Turkey is about 48%, the second largest cruise line has about a 24% share of the arrivals.
- Carnival's passenger share of Turkey's 8 smaller
   ports is about 77%



# The Port of Izmir and Carnival Corporation



- Costa initially "discovered" the port in 2006 and in cooperation with the Chamber of Commerce of Izmir turned the port insto a destination for many cruise companies since.
- ●15 of carnival ships will be calling on Izmir from 6 brands.
- We expect to have 260,000 passengers or 53% of the expected traffic at the port
- We are looking forward to doing more at this port.





# Turkey and the Cruise Industry



- Home porting in Turkey is likely to grow, not solely in Istanbul.
- The geopolitical issues in the region offer both opportunities and challenges.
- Air lift, more so then air ports, drive home port operation at a port.
- Privatization of ports is not always in the best interest of a city, region, country or the cruise lines.



# The Black Sea and Carnival Corporation

- 8 of Carnival Corporation Brands have sailed this year in the Black Sea
- We had about 66 calls with 75,000 passengers calling on 8 ports in 4 countries
- Ukraine with 3 ports, Odessa, Yalta and Sevestopol, had most passengers: about 48,100
- All 66 calls had Istanbul as their home port or stopped in Istanbul on a transit call.
- Turkish home ports, and to a lesser degree Greek ports, drive the Black Sea business

### Carnival Corporation and Greece

- 9 Carnival brands will be calling on 23
   Greek ports this year, (at least one call)
- Carnival will have 1.98M transit passengers in Greek ports this year, accumulatively
- The top 6 ports will receive 87% of our passengers

### Carnival Corporation and Greece

#### Top six Greek transit ports

Port	Passengers	%
Piraeus	413,500	21%
Katakolon	344,500	17%
Santorini	278,500	14%
Mykonos	243,000	12%
Corfu	241,000	12%
Rhodes	191,000	10%
Total 6 top ports	1,711,500	87%

Ionian ports: 585,000 or 30%



### Carnival Corporation and Greece

- 4 Carnival brands with 56 calls, 45,250 passengers are home porting in Greek ports (all open-jaw deployments).
- Piraeus ranks 20 in EU home ports for Carnival Corporation in the Med.



### "winter" 1994-95 Piraeus Greece





# Winter cruising in the Eastern Med and the Black Sea

### Why winter cruising?

- Cost of capital
- More ships
- Congestion during pick periods in key ports
- Better, more affordable, air lift
- Changes in vacation habits mainly,
   in Europe

### The evolution of winter cruising

- Lay up the ships
- Move some to warm weather regions.
- Keep some year round in the Med
- keep more in the Med

- Summer Cruising in the Caribbean Region
- ➤Year round deployment out of NYC

Terms like: "Winter" "Season" "Slow Season" Are a state of mind



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#### June 2011 EU Position on the cruise industry

By Siim Kallas, EU Vice-President and Transport Commissioner.

"Due to (the cruise industry's) commitment to quality and sustainability that the cruise industry has enjoyed economic prosperity also during the recent challenging past; succeeding to attract new passengers, promote new destinations and contribute to the economic recovery of many coastal regions."

## Multi Brand Strategy Achieves Greater Penetration

2010 Share of Guests Sourced



#### International

