37 YEARS OF FUN: A HISTORY OF CARNIVAL CRUISE LINES

Carnival Cruise Lines is the largest and most successful cruise line in the world, carrying more passengers than any other.

But the Carnival of today is a vastly different company than the one started from humble beginnings more than three decades ago. Carnival was launched with a converted transatlantic ocean liner and a dream of entrepreneur Ted Arison, a pioneer in the modern-day cruise industry who set out to realize his vision of making a vacation experience once reserved for the very rich accessible to the average person.

The rest, as they say, is history.

THROUGH THE YEARS . . .

1972 – Maiden voyage of Carnival's first ship, the TSS Mardi Gras, which runs aground on sandbar outside the Port of Miami

1975 – Carnival purchases Empress of Britain, enters service as the TSS Carnivale

1978 – The Festivale, formerly the S.A. Vaal, undergoes $30 million refurbishment, begins service for Carnival as the largest and fastest vessel sailing from Miami to the Caribbean

1982 – Debut of the Tropicale, the first new cruise ship the cruise industry has seen in many years; ship marks the beginning of an industry-wide multi-billion-dollar shipbuilding boom

1984 – Carnival becomes first cruise line to advertise on network T.V. with the premiere of new advertising campaign starring company spokesperson Kathie Lee Gifford (then Johnson)

1985 – Debut of 46,052-ton Holiday

1986 – Launch of 47,262-ton Jubilee

1987 – The 47,262-ton Celebration enters service

Carnival earns distinction as "Most Popular Cruise Line in the World," carrying more passengers than any other

Carnival Cruise Lines undertakes its initial public offering on Wall Street, raising approximately $400 million to fuel future expansion; entity later becomes Carnival Corporation & plc, a multi-line worldwide cruise conglomerate

1990 – The 70,367-ton Carnival Fantasy – the first and namesake vessel in the highly successful "Fantasy-class" -- enters service as first new ship ever placed on three- and four-day Bahamas cruise program from Miami. Eventually, Carnival would construct eight "Fantasy-class" vessels, the most cruise ships in a single class.

1991 – Launch of 70,367-ton Carnival Ecstasy

1993 – Carnival introduces its third 70,367-ton SuperLiner, Carnival Sensation

1994 – Debut of 70,367-ton Carnival Fascination

Carnival's parent company renamed Carnival Corporation to distinguish between it and its flagship brand, Carnival Cruise Lines. Company is later renamed Carnival Corp. & plc following the combination with P&O Princess Cruises, creating the world's largest cruise operator by far.

1995 – 70,367-ton Carnival Imagination enters service

1996 – Carnival's launches sixth "Fantasy-class" vessel, the Carnival Inspiration

Carnival debuts the first passenger vessel to exceed 100,000 tons, the 101,353-ton Carnival Destiny, at the time the world's largest cruise ship

1998 – Carnival Cruise Lines introduces seventh "Fantasy-class" vessel, the Carnival Elation, the first new cruise ship deployed on the West Coast

The eighth and last in the "Fantasy-class" series, the Carnival Paradise, enters service

1999 – Debut of the 102,000-ton Carnival Triumph, Carnival's second "Destiny-class" vessel

2000 – A third "Destiny-class" vessel, the 102,000-ton Carnival Victory, is launched.

2001 – Carnival introduces a new class of vessel with the launch of the 88,500-ton Carnival Spirit, the first new "Fun Ship" ever positioned in the Alaska and Hawaii markets

2002 – A second "Spirit-class" vessel, the Carnival Pride, is launched

Carnival's third "Spirit-class" ship, Carnival Legend, enters service

Debut of the 110,000-ton Carnival Conquest, beginning a new class of vessel for the line.

2003- Second 110,000-ton "Conquest-class" ship, the Carnival Glory, begins year-round seven-day cruises from Port Canaveral, Fla., July 19.

2004 – Carnival Miracle, the fourth in Carnival's "Spirit-class," begins a series of 12 voyages from Jacksonville, Fla. – the first "Fun Ship" sailings from that port – Feb. 27, 2004.

A third 110,000-ton "Conquest-class" ship, the Carnival Valor, launches year-round seven-day service from Miami Dec. 19, 2004, becoming the largest "Fun Ship" ever based at that port.

2005 – A fourth 110,000-ton "Conquest-class" vessel, Carnival Liberty, enters service July 20, 2005, operating Carnival's first-ever Mediterranean cruise program.

2007 – A fifth "Conquest-class" vessel, Carnival Freedom, debuts in Europe in March 5, operating 12-day Mediterranean cruises that include the line's first-ever visits to the Greek Isles and Turkey.

2008 – The new 113,300-ton Carnival Splendor, which represents a new class of ship for the line, introduces the line's first 12-day Northern Europe cruise program July 13.

2009 – The 130,000-ton Carnival Dream – the largest "Fun Ship" ever constructed – debuts in Europe Sept. 21, 2009.

2011 – A second 130,000-ton ship, Carnival Magic, is scheduled to enter service in June 2011.

2012 – A third 130,000-ton ship, Carnival Breeze is scheduled to enter service in Spring 2012.

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Carnival Cruise Lines is a proud member of *World's Leading Cruise Lines*. Our exclusive alliance also includes Holland America, Princess Cruises, Cunard Line, Costa Cruises and The Yachts of Seabourn. Sharing a passion to please each guest, and a commitment to quality and value, our member lines appeal to a wide range of lifestyles and budgets. Together we offer exciting and enriching cruise vacations to the world's most desirable destinations.