



LIFE & ENTERTAINMENT

Carnival Fantasy sails from Mobile again

Thursday, November 10, 2016

Community Reports



Carnival Fantasy sails from Mobile again

Visit Mobile is excited to have Carnival Cruise Line back in Mobile offering year-round sailings from our historic port city. The industry giant announced in 2015 their return to Mobile with the first cruise set for November 9, 2016. The 2,056-passenger Carnival Fantasy will operate four- and five-day cruises to Mexico from Mobile's Alabama Cruise Terminal. The four-day trips will feature a single call at Cozumel while the five-day

voyages will add a stop at Costa Maya or Progreso.

"The energy around the return of Carnival to Mobile is palpable" says Stacy Hamilton, Vice President Marketing & Communications, Visit Mobile. "Our entire hospitality industry has rallied to provide discounts, welcome gifts and overall good cheer to the thousands of passengers who will be coming to Mobile each week. We want them to fall in love with (or rediscover) our historic town and make plans to come back again and again".

Since Carnival's departure from Mobile five years ago, Downtown Mobile has seen significant growth with over a dozen new restaurants, shops and entertainment options that are open daily for cruisers to enjoy before or after their cruise. Two new sightseeing tours have opened including a historic trolley and a duck boat that will provide cruisers a new way to explore downtown Mobile.

In addition to a livelier downtown, several new initiatives have been put in place that will enhance the overall visitor experience. In partnership with area hotels who are offering Park and Cruise Packages, Visit Mobile has created a 'Very Important Cruiser' (VIC) program which includes welcome packets for hotel guests staying on the package and additional discounts to almost twenty attractions throughout Mobile, redeemable by showing their boarding passes. Visit Mobile has also created a Two, Four, Six Hour itinerary that provides cruisers with a suggested list of activities they can do in two, four or six hours in Mobile before they set sail.

"USS Alabama Battleship Memorial Park welcomes Carnival back to Mobile. We are a partner in the VIC program and support our tourism partners' efforts to show Carnival visitors a great time," says Janet Cobb, Executive Director, USS ALABAMA Battleship Memorial Park.

Teaming up with the Mobile Arts Council and the Downtown Mobile Alliance, Visit Mobile will implement a 'Sunday Funday' program on Sundays when Carnival departs on Monday that consists of an Art Market, music, shopping and several businesses that have agreed to be open when they are otherwise closed.

In addition to all of the above, Visit Mobile has assigned a sales manager to strengthen travel agent relationships in key markets to continue to promote pre and post cruise packages.