

CSSC Carnival JV Announces its new brand as Adora Cruises in China

Shanghai, China (November 25, 2022) – CSSC Carnival Cruise Shipping Limited, a joint-venture company between China State Shipbuilding Corporation (CSSC) and Carnival Corporation, today unveils its own new cruise brand, Adora Cruises, in an industry event in Shanghai. The cruise company’s first two Chinese-built large cruise ships, currently under construction in Shanghai Waigaoqiao Shipbuilding Corp (SWS)., will sail under this new brand name in future.

Mr. Yang Guobing, Chairman of CSSC Carnival Cruises said, “Adora Cruises will showcase China’s amiable culture along the 21st Century ‘Maritime Silk Road’ route and fulfill our Chinese guests’ high expectation for an extraordinary cruise experience in this new era. The building of large cruise ships under Adora Cruises in China also reflects the strength of China’s ship building industry and its technology, and our strong commitment to developing the local cruise industry and economy.”

The aspiration of Adora Cruises is to create a Voyage in Love for adventure-seeking millennials, trendy baby boomers and a modern-day middle-class family to experience the best cruising can offer, creating culinary journey for authentic Chinese and international food, inspiring guests with entertaining production shows based on Chinese culture and folklore. In addition, the cruise line will also feature an impressive collection of global and local premium fashion brands to curate a compelling shopping experience.

The brand’s logo using Chinese red, sunshine yellow, earth green and star sea blue in the shape of A and the ship bow interprets the brand personality of passion, care, vitality, and creativity, with an ambition to create a most admired cruise brand in China.

Mr. Chen Ranfeng, Managing Director of CSSC Carnival Cruises said, “Adora will combine the best of the East and West, an international vision with local tastes, and make the cruise ship itself an enchanting destination for cultural tourism, pop arts and the brand’s self-owned cultural IPs.”

Meanwhile, in the same event, with the strong backing of CSSC, a syndicate of 12 large Chinese banks including ICBC, ABC, BOC, CCB, etc. is formed with the intention to provide the cruise company with approximately 10 billion RMB financing to support its ambitious large cruise ship building project and operation.

The first 135,500 GT cruise ship under construction in SWS is scheduled to set sail at the end of 2023. The construction of the 2nd ship with the same Vista platform has already kicked off.

CSSC Carnival Cruises, established in March 2018, aims to become a full-functioning cruise company, covering sales and marketing, product design and hotel operation, crew management, maritime operation and newbuild project management.



About CSSC Carnival Cruises

Founded in March 2018, CSSC Carnival Cruises is a joint venture company between China State Shipbuilding Corporation (CSSC), the world's largest ship building company, and Carnival Corporation & plc, the world's largest leisure travel company, to construct and operate its own cruise fleet, with an aim to build itself into a leading and full-functioning Chinese-flagged cruise company.

The cruise company's first two China-built large cruise ships, currently under construction in Shanghai Waigaoqiao Shipbuilding Corp., will be operated under Adora brand name. It also has two ships Costa Atlantica and Costa Mediterranea in its fleet.

Newsroom

Additional media information is available at cssc-carnival.com/news