



Our Culture Essentials... Stronger Together

Our vision statement

At Cunard, as part of Carnival Corporation, our highest responsibility and top priority is compliance, environmental protection and the health, safety and wellbeing of our guests, the people in the communities we touch and serve, and our shipboard and shoreside employees. On this foundation, we aspire to deliver unmatched joyful vacations for our guests, always exceeding their expectations and in doing so driving outstanding shareholder value.

We are committed to a positive and just corporate culture, based on inclusion and the power of diversity. We operate with integrity, trust and respect for each other – communicating, co-ordinating and collaborating while seeking candour, openness and transparency at all times. And we aspire to be an exemplary corporate citizen leaving the people and the places we touch even better.



Speak Up



Respect & Protect



Improve



Communicate



Listen & Learn



Empower



① Purpose - Why we are here

③ Culture Essentials - How we work with each other

② Service Focus - How we provide service

④ Carnival UK Goals - What makes us different