

Carnival Cruise Line Raises Prices on Beverage Packages

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Carnival Cruise Line has increased the price of its popular Cheers! beverage package by 16 percent, a move executed quietly without any prior official announcement, according to Travel Weekly. This adjustment has raised the daily cost of the package to \$82.54, including an 18 percent gratuity, across all cruise lengths.

Previously, the cost for the Cheers! package was \$70.74 per day on cruises lasting six nights or longer. For shorter sailings of five days or fewer, the rate was already set at \$82.54, a price point that remains unchanged despite the recent hike for longer voyages.

The absence of an official notice or announcement prior to the implementation of the price increase left many travelers without the opportunity to purchase the drink packages at the previous lower rates. A Carnival Cruise Line representative explained that the adjustment was necessary to help cover rising operational costs and to support continued investment in onboard offerings.

“We’re proud of the quality and value a Carnival cruise vacation provides our guests,” a spokesperson for the cruise line stated. “Recent nominal price adjustments to help cover higher costs and our investments in onboard offerings allow us to continue providing the high-quality experiences our guests know and love.”

Despite the price increase, the offerings within the Cheers! package remain unchanged. This package allows guests to enjoy a wide selection of beverages, including beer, wine by the glass (priced under \$20), cocktails, zero-proof frozen cocktails, energy drinks, specialty coffee, hot tea, bottled water, and other nonalcoholic bottled beverages, with a limit of 15 alcoholic drinks per day.

This price hike reflects a broader trend in the travel and leisure industry, where companies are adjusting their pricing strategies to balance the need for revenue growth with maintaining customer satisfaction and loyalty.

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