



Carnival Corporation & PLC
GIORA ISRAEL
Senior Vice President, Global Port and Destination Development

Giora Israel, Senior Vice President Global Port & Destination Development, Carnival Corporation, is a veteran of the hotel, and cruise industries.

He also developed & managed two marine parks and tourist attractions in the Bahamas and in St. Thomas, U.S. Virgin Islands, before becoming a cruise industry consultant in 1990.

In 1992, he joined Carnival Corporation as Director of Special Projects where he was engaged in a variety of international activities for the line in Europe and other parts of the world. This included an assignment in Greece as Senior Vice President Sales and Marketing of Epirotiki.

From 1998 until 2008 Mr. Israel served as Vice President Strategic Planning at Carnival Corporation and PLC. In that capacity Mr. Israel was involved with Carnival's international expansion.

Other responsibilities included strategic developments relating to ports development, cruise operation and other areas of Carnival, the world's largest cruise company. He also played an important role behind the creation of the Grand Bahama Shipyard Ltd. founded in January 1999.

In late 2008 Mr. Israel was promoted to the position of Senior Vice President Port and Destination Development, further emphasizing the strategic importance of cruise destination & cruise development, a key element in Carnival's continuing growth and expansion for the years to come. In addition, Mr. Israel remains involved in key strategic initiatives for the corporation in various developmental and operational areas.

In 2011 Mr. Israel assumed the responsibility for an expanded role with an addition in the scope of the department to include Global Port and Destination Development responsibilities, with an office and dedicated team based in the UK covering mainly the Mediterranean and Europe region.

Mr. Israel has served as a speaker in many international forums on tourism and the cruise industry in over a dozen countries. He has also been a frequent guest speaker at various universities, including the University of the West Indies, Barry University, University of Yucatan, and Florida International University (both at the Hotel Management school and the FIU MBA program), MedCruise Academy and served as a visiting fellow at both the Oxford and Cambridge Seatrade Cruise Academy.

Mr. Israel, together with Dr. Lawrence Miller, formerly a professor at FIU, co-authored the first dictionary of the cruise industry, which was published in London in 1999.