**Carnival Doesn't Shy Away From Triumph Crisis -- But Is Damage Done?**

Thanks to social media and wall-to-wall coverage by CNN, no one has failed to hear about the "cruise from hell," complete with tails of raw sewage running down cabin walls, no air conditioning and rotting food. Well aware of the potential fallout, Carnival Cruises' crisis team has sprung into action. It created a dedicated page on the Carnival website for news updates and has been consistently updating its Facebook page, which has more than 2 million likes.

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<http://adage.com/article/news/carnival-cruises-pr-response-triumph-crisis/239819/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage>