



## **Paul Ludlow to head up P&O Cruises “to ensure sustained growth”**

August 11, 2015

Following the commercial restructure at Carnival UK, Paul Ludlow has been appointed senior vice-president, sales & marketing for P&O Cruises. <?xml:namespace prefix="o" ns="urn:schemas-microsoft-com:office:office"?>

Ludlow, 36, who joins from Princess Cruises where he was managing director UK & Europe, will have full responsibility for the sales, sales support, marketing, guest insight and digital teams across the brand.

Commenting on the appointment, Carnival UK CEO David Noyes said “I am delighted to appoint Paul to this critical role for P&O Cruises. Paul’s 15 years of experience within our company makes him an ideal fit to lead the sales and marketing teams for P&O Cruises to ensure sustained growth of the brand.”

Paul Ludlow said: “Following the launch of Britannia in March, which positioned P&O Cruises at the forefront of the nation’s mind, there has never been a more exciting time for the company. The potential for the industry as a whole is vast and I am determined, through giving a seamless, exemplary guest experience, to put cruising in the spotlight as a mainstream, contemporary holiday choice for all ages.”

The restructure will also include a similar SVP sales & marketing role for Cunard. Recruitment for this position is currently underway.

Princess Cruises will be recruiting for Paul Ludlow’s replacement. During his tenure at Princess Ludlow established separate commercial operations for Princess in the UK, including dedicated teams responsible for revenue management, sales, marketing, reservations, customer relations and PR. He led the team which launched Royal Princess in Southampton, by HRH The Duchess of Cambridge.

He also oversaw the growth of Princess guests from the UK, including the successful introduction of Asia as a key destination for the UK market and launched new travel agent tools, such as Flight Select and OneSource cruises, part of the line’s programme to support and reward its travel agent partners.

August 11, 2015

For media enquiries contact Michele Andjel on 07730 732072