



## **P&O Cruises Marks the Start of Cruise Season with Record Guest Numbers and Five Million Online Views**

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P&O Cruises is sailing into its biggest summer cruise season on a high, celebrating an all-time record month of passengers as well as an overwhelming response to its quirky short-film trilogy starring Hollywood actor Owen Wilson.

The cruise line today said it had carried 25 per cent more passengers across its three-ship fleet in September 2015 compared to September 2014, reflecting its growing popularity as well as an increase in the number of three and four-day P&O Seabreak itineraries on offer.

The achievement, which surpasses the previous passenger record set in February last year, comes as P&O prepares to welcome two more ships, Pacific Aria and Pacific Eden, to its fleet in November.

P&O Cruises Senior Vice President Sture Myrmell said P&O was also attracting plenty of attention with its trilogy, *The Conspicuous Awakening of Owen Wilson*, which has secured over five million online views since its launch three weeks ago.

Directed by Tom Dey (*Shanghai Noon: Failure to Launch*), the surreal and highly stylised content series sees Wilson and some local cruiselings enjoying all the offerings onboard Pacific Aria and Pacific Eden, from its resort-style pools through to its sumptuous restaurants and stylish Blue Room music bar.

Mr Myrmell said the cruise line was delighted with the response to the series.

“When we created the trilogy, we wanted something that exuded sophistication and glamour, but which was also accessible. Affordable luxury is the mainstay of these new ships and the sheer number of people viewing these films means that we have succeeded in introducing millions of people to the concept of a P&O holiday, which is like no place on earth,” Mr Myrmell said.

Pacific Aria and Pacific Eden will cruise from Australia year round. They will be welcomed into P&O Cruises’ fleet during a five-ship spectacular on Sydney Harbour on November 25.

#cruiselings #pocruises

Visit [www.befreeowen.com](http://www.befreeowen.com) to view *The Conspicuous Awakening of Owen Wilson*.

**For all media enquiries relating to Pacific Aria & Pacific Eden, or P&O Cruises generally, please contact Libby Moffet at MG Media Communications: 02 9904 0011**

**For all media enquiries relating to *The Conspicuous Awakening of Owen Wilson*, please contact Rob Tolan at Frank PR: [robtolan@frankpr.com.au](mailto:robtolan@frankpr.com.au) / 0434 928 557 / 02 8202 0555**