



## **P&O Cruises launches new television campaign ‘What a night’ to celebrate return to international sailing**

September 13, 2021

A new television advert ‘What a night’ premieres Monday September 13, 2021 across national broadcasting channels as P&O Cruises celebrates international holidays resuming September 25, 2021.

The variety of experiences which can be found on a P&O Cruises break and the unique and powerful memories which endure long after a holiday has ended are the themes covered in the new campaign, developed in conjunction with creative agency Snap and production company Some Such.

The 40 second version of ‘What a night’, features a couple recounting holiday memories from

P&O Cruises new ship Iona and will run until November. Filming for further iterations, focused on the Mediterranean and Caribbean, is already underway.

Each film will feature authentic, real life relationships and will build on P&O Cruises print and multi- channel campaign of “Holidays as varied as you” and will showcase different people enjoying their individual experiences, while celebrating the special holiday memories.

P&O Cruises president Paul Ludlow said:

“A P&O Cruises holiday is all about variety of experiences which we were keen to convey in our latest TV advertising concept. We also wanted to capture the special, intangible aspects of a holiday and the way so many of us replay memories from our holidays for many years afterwards.

“The past 18 months have highlighted that we need pivotal, vital moments to create memories which are full of joy. This film, featuring a real life couple, captures that joy with an authentic and heartfelt spirit.

“We’re proud to be launching this new campaign and ‘What a night’ celebrates and embodies these themes. We will be sharing future versions, each revealing more about the choices to be found on a P&O Cruises holiday, in the coming months and we hope that they will have wide appeal.”

The advert’s launch coincides with P&O Cruises return to international travel later this month as new ship Iona begins holidays to Spain, Portugal and the Canary Islands on September 25, 2021 and the company looks ahead to the forthcoming launch of new ship Arvia in December 2022.

For more information or to book call P&O Cruises on 03453 555 111, visit [www.pocruises.com](http://www.pocruises.com) or contact a travel agent.

-Ends-

Watch the new advert here:

<https://youtu.be/sKtkHoug5SE>

Download advert images here:

[www.pocruisespresspictures.com/p/lifeonboardentertainment/C385207721/television-advert](http://www.pocruisespresspictures.com/p/lifeonboardentertainment/C385207721/television-advert)

**About P&O Cruises**

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. P&O Cruises' fleet of premium ships combine genuine service, a sense of occasion and attention to detail. In May 2021, P&O Cruises launched Iona, its first Excel class ship. The new LNG-powered ship, with 5,200-guest capacity, is the largest ship built to serve the UK market. Iona features enhancements to already successful brand signature venues from the existing fleet, as well as features newly developed for Iona. P&O Cruises' second LNG-powered Excel class ship and sister ship to Iona is named Arvia, meaning from the seashore, and will join the fleet in December 2022. Arvia is an innovative and future-focused ship and will offer outstanding, varied and contemporary holidays. Arvia has been designed to travel to the sun all year-round and to maximise views of the ocean and the seashore from everywhere on board. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery, and are varied to suit newcomers and experienced guests alike. With a wide choice of holidays from two days to three months, there is something for everyone. P&O Cruises sails to Australia and New Zealand, the Baltic, the British Isles, Canada, Spain, Portugal and the Canary Islands, the Caribbean, Central America, the Far East and Asia, the Indian Ocean, the Mediterranean, Scandinavia, South America, the South Pacific, the United States and Western Europe.

The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

Images

[www.pocruisespresspictures.com](http://www.pocruisespresspictures.com)

**For further press information please contact:**

Michele Andjel, [michele.andjel@carnivalukgroup.com](mailto:michele.andjel@carnivalukgroup.com) 023 8065 6653 / 07730 732 072

Laura Tattam, [laura.tattam@pocruises.com](mailto:laura.tattam@pocruises.com) 02380 656651 / 07771 283 845

Jenny Hadley, [jenny.hadley@pocruises.com](mailto:jenny.hadley@pocruises.com) 023 8065 6650 / 07825 120 088