



P&O Cruises reports record booking for beginning of Wave period

February 19, 2024

P&O Cruises has reported its strongest January ever, with record-breaking sales volume during the month.

The most popular destinations booked were the Caribbean, the Norwegian fjords and the Atlantic Islands, while P&O Cruises Iona, has seen the most interest. In addition, P&O Cruises has seen a longer average booking lead time during this period.

P&O Cruises president Paul Ludlow said: "The beginning of this year's Wave has once again surpassed all expectations with record-breaking sales indicating a renewed confidence in the holiday market and the excellent value for money that you get with a P&O Cruises holiday. We entered 2024 better booked so we have less reliance on the lates market which is better for us and better for agents in terms of earnings potential."

With the Wave season running through until early March, there is still time for agents to enhance their sales and make the most of P&O Cruises current booking offers. Anyone booking an applicable Select Price or Early Saver P&O Cruises holiday with a 10% deposit by 4 March 2024 can enjoy 20% off a Classic drinks package (excludes inside cabins on cruises under seven nights). In addition, even more kids' places are available on summer 2024 holidays on Arvia and Iona.

For more information or to book, call P&O Cruises on 03453 555 111 or visit www.pocruises.com

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. The fleet of seven ships each have their own appeal from family friendly or exclusively for adults.

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.

Arvia joined the P&O Cruises fleet in December 2022 as its second LNG-powered, Excel-class ship offering a Caribbean maiden season of fly-cruise holidays from homeport Barbados.

Arvia, meaning "from the seashore," is an innovative and future-focused ship and the latest evolution in the P&O Cruises experience, embodying the newest trends in travel, dining and entertainment to offer varied and contemporary holidays.

The ship boasts a unique SkyDome with a retractable glass roof and 16 guest decks, and will feature the first Altitude Skywalk high ropes experience, the tropical-themed Altitude Minigolf, the Altitude Splash Valley aquazone, an outdoor Sports Arena, swim-up bar and infinity pool. It will also offer guests several new dining options such as Green & Co feat. Mizuhana, Ocean Studios cinema, extensive shopping, and the Oasis Spa and Health Club.

British Travel Awards Winner 21/22 – Best Cruise Line for Family Holidays.

Cruise Critic Editors' Picks Awards Winner 2022 – Best for Families.

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

Included in the cost of a P&O Cruises holiday

P&O Cruises offers unbeatable value with so much included, including accommodation, full board meals, pools and entertainment (theatre shows, headline performers, live bands, comedy and first run films), as well as supervised round-the-clock complimentary children's clubs on our family-friendly ships. Shore experiences and drinks can also be pre-purchased in pounds avoiding any currency exchange fluctuations.

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