



P&O Cruises in the spotlight this April

April 1, 2016

Two TV shows and its biggest, most varied 2017/18 holiday collection launch ever put P&O Cruises top of the bill this April.

TV duo Ant and Dec hosting a special episode of ITV's award-winning Saturday Night Takeaway live from the top deck of P&O Cruises Britannia in Barcelona this Saturday (April 2, 2016), marks the start of a bumper two weeks in the spotlight for the UK's leading cruise line.

Filmed in front of a live audience of passengers, Ant & Dec will be going overboard with celebrity guests, stunts, incredible performances, and competitions, with plenty of surprises along the way; it looks set to be a memorable show.

Britannia will then star in Battlechefs the first ever celebrity-led cookery contest set at sea, which airs on UKTV's W weekdays at 7pm from Monday April 4, 2016. The celebs, including Blur musician Alex James, actor Keith Duffy, and comedian Jenny Eclair, take it in turns to command the ship's cookery club kitchen before being judged by the infamous restaurateur, Marco Pierre White.

April 4 also sees P&O Cruises 2017/18 holiday programme go on general sale. Offering more adventure and greater choice, it is the biggest and most varied cruise collection yet. It features new and inspiring destinations, more ex-UK cruising, more discovery cruise options, a 2018 world cruise collection, scenic cruising, special event cruises, new seven- and 14-night Mediterranean fly-cruises from Malta on Oceana and a choice of Greek island ventures.

Prices start from £599 per person for a seven-night cruise from Southampton. In addition, anyone booking a Select Price 2017/2018 holiday by May 31, 2016 will receive a 5% past guest discount or 10% discount on Captain's Choice cruises. There is an additional 5% discount on Peninsular Club cruises up until departure.

P&O Cruises senior vice president of sales and marketing, Paul Ludlow said: "We are very proud to be part of two brilliant TV shows this month. The start of April looks set to be an excellent time for raising awareness of the brand to a new to cruise audience as well as our existing and loyal guests. We are leading the way in the cruise industry to showcase the benefits this type of holiday can offer newcomers, which include visiting an array of destinations in one trip and showing the range of facilities a state-of-the-art ship has to offer guests.

"It's exciting that we are also combining the launch of our 2017 itineraries with the 2018 world and exotic cruise collection for the first time to offer our new and most varied programme yet. This collection provides more choice, with more destinations and new itineraries, which will appeal to past guests, cruisers and newcomers to cruising - there is a holiday for everyone."

-ENDS-

About P&O Cruises

P&O Cruises has a fleet of eight ships offering holidays tailored to British tastes combining genuine service, a sense of occasion and attention to detail, ensuring passengers have the holiday of a lifetime, every time. Azura was launched in April 2010 – officially named by Godmother Darcey Bussell CBE. Britannia, a new 141,000 ton ship, was named by HM The Queen on March 10, 2015.

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