



P&O Cruises and Cunard “shine spotlight on end to end guest experience”

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Carnival UK is enhancing the passenger experience by bringing onboard hotel operations together with brand and marketing teams across Cunard and P&O Cruises.

Among the changes, Simon Palethorpe becomes Cunard senior vice president and Paul Ludlow takes the role of P&O Cruises senior vice president, both overseeing expanded organisations.

Carnival UK CEO David Noyes said: "This year has already seen us deliver some spectacular events, most notably Saturday Night Takeaway live from Britannia in Barcelona. Now we are on the cusp of delivering QM2 remastered as we complete her major refit in Hamburg. Thanks to the hard work of our teams on ship and shore and the new Partnership team's tailored relationship with travel agents, these projects have and will continue to attract significant attention for our brands and drive forward our business.

"As a result, we have decided to bring the onboard hotel operations teams together with the brand and marketing teams to encourage closer working between the brand teams which are identifying and marketing to the guests for each brand and the on board hotel teams which are delivering for our guests.

"This end to end focus on guest experience will give us an unrelenting, joined up spotlight on our guests from the moment that they consider a holiday with us to when they return home and want to re-book. It is a complete circle of proposition, execution, fulfilment and follow up and gives us line of sight at every stage.

"Equally it is important that we focus on this by brand because as our travel agent partners know and understand, a guest on Cunard is looking for a different holiday experience to a guest with P&O Cruises."

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