



P&O Cruises Causes MAY-hem with Travel Agents

May 25, 2017

P&O Cruises has created MAY-hem across Australia this month, with a series of special trade roadshows to promote its new program as well as the launch of its latest ship Pacific Explorer in June.

More than 250 agents attended the MAY-hem events in Sydney, Brisbane and Melbourne, which saw P&O sharing details of its 2018-19 program and showcasing new food and beverage partnerships with the Sydney-based Archie Rose Distilling Co. and Melbourne's master of traditional Neapolitan pizza, Johnny Di Francesco.

In Sydney, South Sydney Rabbitohs greats George Burgess, Jason Clark, Angus Crichton and Adam Reynolds also joined in the fun, as travel agents cheered on the cruise line's Official Membership partnership with the National Rugby League club.

P&O Cruises Director of Sales Ryan Taibel said the cruise line's annual MAY-hem roadshow series had provided a fantastic opportunity to share the latest P&O news with its agent partners.

"Creating MAY-hem is always great fun – we love catching up with our trade partners and this year we had a lot to tell them about our latest cruise itineraries as well as all the new features onboard Pacific Explorer, from her breath-taking waterslides through to her new fast-casual dining offerings," Mr Taibel said.

Travel agent partners Jonathon House from Flight Centre World Square in Sydney, Jane Hoskin from Flight Centre Queen Street Mall in Brisbane and Kathy Thomaidis from MTA Travel in Melbourne each won a cruise in the popular prize draw at each event.

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