



Ruth Venn appointed director of sales in “vital” year for the business

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Ruth Venn has been appointed as director of sales for P&O Cruises, replacing Nathaniel Sherborne who will leave the business in early March.

Venn, previously senior business manager for strategic partnerships, will take on the new refocused sales role, with responsibility for travel agent sales revenue and trade engagement, including training, events, communications, and sales support. Priorities for the coming months will include growing existing travel agent partnerships and attracting new ones, as the company takes on new capacity with the introduction of Arvia in December.

P&O Cruises vice president brand, marketing and sales Robert Scott said:

“I am delighted to promote Ruth into this position and have every confidence in her ability to take on this role with relish. She has over 16 years of experience in the industry as well as an infectious passion for cruising. I would also like to thank Nathaniel for the many years of service in this business and wish him every success.

“Over the past two years agents have had to communicate so many changes and new protocols to guests it has been relentless. Throughout it all they, as well as our guests, our agents have continued to support us despite the disruptions and we are determined to show our appreciation by giving all agents the support, training tools and strength of team they need to succeed.

“2022 will be a vital year for the business and there has never been a more important time to prove to the trade just how important they are to us. As our full fleet returns to service in the Spring and we can, at last, see some relief from Covid, the appetite for holidays is stronger than ever. We are seeing such positivity from those who have sailed with us recently and reassurance from the multi layered protocols on board and seeing strong interest in the Med, the Fjords and the Caribbean.

“Iona’s first full year of sailing and Arvia’s delivery at the end of the year will also give agents new itineraries as well as two new extraordinary, contemporary ships to sell to their customers. Ruth and her team will create opportunities for first-hand experiences on board our ships and the tools they need to maximise sales.”

For more information or to book a P&O Cruises holiday call 0345 3 555 111, visit www.pocruises.com or contact a travel agent.

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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 2021 P&O Cruises launched Iona, its first Excel class ship. The 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. These include a three deck atrium in the heart of the ship as well as SkyDome – a glass dome exclusively designed by Martin Francis. This is a world first at sea and offers a unique space for both relaxing in all weathers and providing entertainment, featuring aerial performers and a wealth of live acts.

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 & New Zealand, Baltic, the British Isles, Canada, the Spain, Portugal & the Canary Islands, the Caribbean, Central America, the Far East & 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).

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