



P&O Cruises reports biggest ever booking day during Wave

January 11, 2023

P&O Cruises has reported its strongest booking day during the Wave period in P&O Cruises history, with four of its five biggest booking days ever falling in Wave 2023.

P&O Cruises president Paul Ludlow said: "These record-breaking days are testament to the fact that a P&O Cruises holiday provides extraordinary value for money, which is critical at the moment, and also demonstrates how much everyone values a holiday.

"There are so many priorities for our hard-earned or hard-saved money in the current climate and a cruise offers an almost all-inclusive, individual holiday. This is clearly recognised by a new generation of cruisers with the Norwegian fjords perennially popular for those trying a cruise for the first time."

The most popular itineraries booked were the Caribbean, the Western Mediterranean and the Norwegian fjords.

Ludlow continued: "This peak booking day demonstrates that a cruise holiday shines, not only for value, but for versatility. It is a city break with friends, a family summer holiday, island-hopping fun, an adrenalin-fuelled adventure or a longer "grown-up gap year".

Example Wave offers

Norwegian fjords, 7 nights from £599pp Seven nights on Britannia (B317) £599 per person for an inside cabin. Departing June 30, 2023 the price includes full board meals, children's clubs and entertainment. Departing and returning to Southampton, ports of call are Stavanger, Olden, Flam and Haugesund. <https://www.pocruises.com/find-a-cruise/B317/B317>

Canary Islands, 14 nights from £1,329pp

14-nights on Iona (G340) for £1,329 per person for an inside cabin. Departing December 16, 2023 the price includes full board meals, children's clubs and entertainment. Departing and returning to Southampton, ports of call are Madeira, Tenerife, Gran Canaria, Fuerteventura, Arrecife de Lanzarote, Cadiz and Lisbon.

<https://www.pocruises.com/find-a-cruise/G340/G340>

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

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.

Iona joined the P&O Cruises fleet in May 2021 as the next generation of ship. Iona, the first British cruise ship to be powered by liquefied natural gas, set a new standard for cruise travel featuring enhancements to already successful brand signature venues from across P&O Cruises existing fleet, as well as many new “firsts” such as the first gin distillery at sea and The 710 Club, with music director Gary Barlow.

Sister ship to Iona, 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 features 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 also offers 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.

Pay Monthly

Guests can spread the cost of their holiday with monthly payments, at no extra cost, when booking directly with P&O Cruises.

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