



Thursday 29 January, 2026

P&O Cruises launches largest ever Shine at Sea programme for 2026

P&O Cruises has announced its biggest Shine at Sea programme to date, giving more travel agents than ever before the chance to experience life on board.

For 2026, P&O Cruises will offer immersive training experiences for 120 agents across three sailings this year – each with 40 spaces available.

Travel agents will have the opportunity to win a place on:

- Five-night [Aurora](#) to Belgium and Germany cruise, departing on 9 September
- Seven-night Northern Europe sailing on board [Iona](#), departing on 31 October
- Four-night cruise to Belgium and France on [Ventura](#), departing on 29 November.

All three cruises are roundtrip sailings from Southampton.

Winners will have a full guest experience, participating in P&O Cruises extensive shore experience programme, exploring the range of dining and speciality restaurants onboard and the entertainment. Additionally, agents will participate in exclusive face-to-face training sessions with the P&O Cruises training team.

The immersive programme is designed to equip agents with firsthand knowledge and confidence to sell the brand more effectively.

Each Shine at Sea sailing will combine in-depth product training with the chance for agents to experience P&O Cruises exactly as their customers do, reinforcing the cruise line's ongoing commitment to supporting the trade through meaningful, experiential engagement.

P&O Cruises associate vice president of sales & distribution, Ruth Venn, said: "Shine at Sea has become one of our most valued trade initiatives, and for 2026 we're making it bigger than ever. By opening up more places across three fantastic ships, we're giving even more agents the opportunity to step on board, experience our product first-hand and build the knowledge that really makes a difference when selling to customers. Investing in our trade partners remains a priority, and Shine at Sea is a key part of that commitment."

For a chance to win, Shine Rewards Club agents must book and spin any Select Price booking and register their interest from today (29 January) until 3 March, 2026. There will also be additional chances for agents to win on the P&O Cruises Travel Agent Sales Facebook or Instagram pages.

Winners will be chosen every week and notified directly by P&O Cruises.

P&O Cruises Wave offers

Guests booking applicable holidays can now take advantage of these limited time offers:

- Up to £400 on board spending money if booked by 3 March 2026 (based on a 14-night balcony cabin), available on applicable Select Pricer holidays, which can be spent on shore experiences, speciality dining, spa treatments and more



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- Low deposits of £50 per person on all cruises* (if booked by 2 February, 2026). The offer is available across all cabin grades, as well as Select Price and Early Saver fare types that are outside of the balance-due period.
- Additional guests sail from £49 per person, if booked by 3 March 2026 (on selected cruises).
- Guests can also take advantage of P&O Cruises new all-inclusive packages (including drinks, Wi-Fi and speciality dining credit) as an always-on offer. For example, guests can elevate their holiday with the Classic Package*, for £49 per person per day, a saving of up to 32% compared with buying the individual elements on board.

For more information, call P&O Cruises on 0344 338 8003, visit www.pocruises.com or visit a travel agent.

ENDS

Notes to Editors

*Full details of all promotions can be found here: <https://www.pocruises.com/deals/promotion-terms-and-conditions>

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests onboard its seven ships to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. With a proud history spanning more than 187 years, each ship has its own appeal from family friendly or exclusively for adults with every sailing delivering each guest a *holiday like never before*.

With over 180 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike. P&O Cruises prides itself on working with top culinary talent; Food Heroes include chefs Marco Pierre White and José Pizarro as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

1. Wave Awards 2025 – Best Advertising & Marketing Campaign
2. British Travel Awards 2025 – Best Cruise Line for Family Holidays
3. The Travel Industry Awards 2025 by TTTG – Industry Marketing Campaign of the Year
4. Sailwaze Awards 2025 – Best in Entertainment
5. Best in Cruise Awards by Cruise Critic Awards 2025 – No-Fly Cruise Line (Ocean Category)

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).