



Monday 2 February, 2026

P&O Cruises launches most extensive 2026 travel agent ship visit programme

P&O Cruises has announced its most far-reaching travel agent ship visit programme for 2026, with more regional opportunities on offer than ever before.

The cruise line has confirmed that more than 1,400 places will be available across a total of 16 Southampton-based and regional visits throughout the year.

The programme will run from March to November 2026 and includes visits on board Iona, Arvia, Aurora, Britannia and Ventura, alongside a series of regional calls designed to give agents across the UK the opportunity to experience the P&O Cruises fleet first-hand.

The Southampton programme begins on 14 March with Iona, and continues throughout the year, featuring a total of nine standard ship visits and dedicated family-focused experiences.

Each visit can accommodate up to 45 agents, with two family days on Iona in Southampton, each able to cater for 400 guests.

Spaces for the first visit on Iona opened on Shine Rewards Club yesterday (1 February), while opportunities to register for the rest of the programme will be announced throughout the year.

In addition to Southampton visits, the 2026 programme includes a strong regional offering, ensuring agents across the UK have access to in-person ship experiences closer to home.

Regional ship visits will be available in Greenock, Belfast and Liverpool during Arcadia's 16-night [British Isles cruise](#), with the same destinations – plus Newcastle – hosting ship visits during Aurora's 16-night [British Isles holiday](#).

During each visit, agents will enjoy a guided tour of the ship, including cabins, dining venues and entertainment spaces, as well as lunch on board, providing valuable product knowledge to support customer conversations and sales.

P&O Cruises associate vice president of sales & distribution, Ruth Venn, said: "Our 2026 ship visit programme is our biggest ever from a regional perspective, which reflects our ongoing commitment to supporting the trade through meaningful, hands-on training opportunities. Whether it's a Southampton visit or a regional call, these experiences allow agents to truly understand what makes P&O Cruises distinctive and to sell with confidence. We know how powerful first-hand experience is, which is why we've built a programme that's both extensive and accessible."

Agents can register and find full details via the Shine Rewards Club and will be kept up to date on new announcements through the P&O Cruises Travel Agent Facebook page.

P&O Cruises Wave offers

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



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- 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
- 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.

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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 TTG – 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).