



**Monday 26 January, 2026**

## **P&O Cruises launches new payday offer for past guests**

P&O Cruises has announced a new limited-time payday offer, giving past guests the opportunity to save up to £400 per cabin on a wide range of sailings across its fleet.

The offer is live from today (26 January) until 3 March 2026 and applies to all cruises up to and including 23 nights, provided bookings are made outside of the balance due period.

The discount is available on both Select Price and Early Saver fares, with savings varying by cabin grade – and available across all cabin types.

The payday promotion is exclusively available to past P&O Cruises guests, including those currently sailing on their first cruise.

The offer is also fully combinable with P&O Cruises Wave campaign promotions (detailed below), giving guests the chance to take advantage of significant added value.

Carnival UK & P&O Cruises president Paul Ludlow said: “With our new payday offer, we want to give guests an opportunity to secure exceptional value on their next holiday. We also know people enjoy the anticipation of planning ahead, which is why we’ve combined meaningful savings with our existing on board spending money and low deposit offers, to make booking a cruise feel easier and more rewarding than ever.”

These remarkable savings apply to cruises across the entire P&O Cruises fleet, including Arvia, Iona, Britannia, Azura, Ventura, Arcadia and Aurora.

## **P&O Cruises Wave offers**

In addition, 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 Price 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.

Holidays with P&O Cruises provide unbeatable value with the price including accommodation, full board meals, pools and entertainment including theatre shows and live bands, as well as complimentary children’s clubs.



# P&O CRUISES

For more information, call P&O Cruises on 0344 338 8003, visit [www.pocruises.com](http://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>

### **For further press information please contact:**

Michele Andjel, [michele.andjel@carnivalukgroup.com](mailto:michele.andjel@carnivalukgroup.com) 07730 732 072

Sam Balls, [sam.balls@pocruises.com](mailto:sam.balls@pocruises.com) 07879 198864

### **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 Excellence 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).