



**Tuesday 3 February, 2026**

**P&O Cruises launches new 5% low deposit offer during Wave campaign**

P&O Cruises has announced a new 5% low deposit offer, making it simpler than ever for guests to lock in their holiday plans with a smaller upfront commitment.

The promotion is live from today (3 February) 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, and is fully combinable with P&O Cruises current on board spending money offer on qualifying departures.

Carnival UK & P&O Cruises president Paul Ludlow said: "We want to make it as easy as possible for our guests to look forward to their next holiday, and this new 5% low deposit offer does exactly that. By reducing the upfront cost while keeping all the benefits of our Wave campaign, we're giving guests the flexibility to book early, secure great value and start getting excited about their next adventure."

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

Holidays with P&O Cruises provide real 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 Wave\* offers**

In addition, guests booking applicable holidays can 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
- Savings up to £400 per cabin for past guests on a wide range of sailings across the fleet (if booked by 3 March, 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).
- P&O Cruises new all-inclusive packages (including drinks, Wi-Fi and speciality dining credit) are 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](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>

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#### **Media Assets (for media only)**

P&O Cruises images are available at <https://pocruises.assetbank-server.com/assetbank-pocruises/>

Email: [presspics@pocruises.com](mailto:presspics@pocruises.com)

Password: PressPictures1

#### **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).