



Tuesday June 2, 2026

P&O Cruises reinforces cruiser confidence with Southampton departures and exclusive charter flights

By P&O Cruises associate vice president of sales and distribution, Ruth Venn

Across the travel industry, we are seeing more questions from customers and travel agents around reassurance and reliability when booking their holidays. In times of uncertainty, trust matters more than ever, which is why our focus at P&O Cruises is on giving guests complete confidence from the moment they book to the moment they return home.

We want our travel agent partners to feel confident when recommending P&O Cruises to their customers. As Britain's favourite cruise line, we have spent generations perfecting award-winning holidays that deliver incredible service and offer peace of mind. A holiday should feel exciting and effortless and our role is to ensure guests can properly relax knowing they are sailing with an established and trusted holiday brand.

Confidence is especially important right now as customers consider their holiday plans.

Whether guests are sailing to the Norway fjords, the Mediterranean or flying to the Caribbean, we have protections and support at every stage of the journey.

A key part of this reassurance is our exclusive charter flight programme. Because we control these flights, we are able to provide a joined-up, reliable experience for guests from departure through to embarkation, with dedicated support should plans need to change. Importantly, this means guests and travel agents are not left to navigate disruption alone – we take responsibility for managing the journey and supporting them every step of the way.

Flexibility also remains an important consideration for many holidaymakers. Our Select Price bookings allow guests to make name changes, or transfer to another cruise of equal or higher value free of charge if plans change, giving added confidence when booking ahead and helping travel agents support customers with flexibility and confidence built into the booking.

Alongside this, we continue to focus on making holidays feel straightforward and accessible. From bonded baggage on our Caribbean charter flights, where guests can check in their luggage in the UK and not think about it again until they arrive on board, to our all-inclusive packages, which provide added certainty and value and the support of our friendly UK-based teams and valued travel agent partners, every part of the experience is designed to remove stress and allow guests to focus on enjoying their holiday.

Our relationships with the trade remain hugely important and travel agents continue to play a vital role in helping customers navigate holiday choices with confidence. Their expertise and trusted advice are invaluable, particularly at a time when reassurance and clarity matter so much to consumers.

Holidays matter enormously to people. Time away with family and friends has never been more valued, and we continue to see interest across our programmes as guests prioritise quality time together and meaningful travel experiences.

Our responsibility is simple: to ensure guests feel cared for and excited about their holiday from the very beginning and go on to create unforgettable memories while enjoying their time



on board. This is what P&O Cruises has always stood for, as the millions of guests who have sailed all over the world with us can attest. And it remains our focus this summer and beyond.

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

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Media Assets (for media only)

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About Carnival Corporation Ltd.

Carnival Corporation is the largest global cruise company and among the largest leisure travel companies, with a portfolio of world-class cruise lines – AIDA Cruises, Carnival Cruise Line, Costa Cruises, Cunard, Holland America Line, P&O Cruises, Princess Cruises, and Seabourn. Carnival Corporation trades under the ticker symbol CCL on the NYSE and is included in the S&P 500.

For more information, please visit www.carnivalcorp.com, www.csmartalmere.com, www.aida.de, www.carnival.com, www.costacruises.com, www.cunard.com, www.hollandamerica.com, www.pocruises.com, www.princess.com, and www.seabourn.com.

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About P&O Cruises

P&O Cruises is part of Carnival Corporation, the world's largest cruise company with a portfolio of cruise lines operating in over 800 ports & destinations worldwide. (NYSE: CCL). 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)