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P&O Cruises announces the continuation as Official Front of Shirt Partner of Southampton FC for the 2026/27 season

P&O Cruises has confirmed it will continue as front of shirt sponsor for Southampton Football Club for the upcoming 2026/27 football season.

Carnival UK & P&O Cruises president Paul Ludlow said:

“P&O Cruises is deeply rooted in Southampton, our home port city and its community. We recognise both the challenges and the triumphs that have defined its football club in recent weeks. Throughout this period, the team, at the most senior level, has openly acknowledged these issues and expressed sincere apologies. We believe that facing adversity with honesty and integrity is the mark of true sportsmanship and it is important to us to continue showing steadfast support for the Saints during this pivotal time.

“Our partnership has always been more than just a logo on a shirt; it is a symbol of our continued commitment to the people of Southampton and to fostering positive change both on and off the pitch. Next season this will be even more important.

“We are especially proud to continue our support of the women’s and youth teams and also Saints Foundation, whose invaluable work uplifts and empowers individuals across our local community. Together, we will champion initiatives that promote inclusion, brighter futures, wellbeing and opportunities.

“We look forward to an exciting season ahead, standing shoulder to shoulder with Southampton FC and its passionate supporters. United by our shared values and dedication to our home city, we are confident that together the Club can make a meaningful difference and inspire pride once again.”

ENDS

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Media Assets (for media only)

P&O Cruises images are available at [press pictures site](#)



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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. Sailawaze Excellence Awards 2025 – Best in Entertainment
5. Best in Cruise Awards by Cruise Critic Awards 2025 – No-Fly Cruise Line (Ocean Category)

P&O Cruise 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).