



## **P&O Cruises announces biggest ever summer programme with more than 200 new holidays on sale for 2028**

P&O Cruises has announced its biggest ever summer programme with 215 new cruises now on sale across its fleet of seven ships.

Sailing from Southampton and on fly-cruises from Malta, the new programme for summer 2028 offers more holidays than ever before.

Strengthening P&O Cruises destination leadership in Northern Europe, the programme features an expanded selection of Norwegian fjords itineraries, including 36 convenient weekend departures (including Fridays) from May to September 2028, making it even easier for guests to experience one of the world's most sought-after scenic holidays.

P&O Cruises Summer 2028 programme will visit 121 destinations in 29 countries between March and October 2028. With 64 overnight calls and 69 late evening departures guests have more time ashore to explore UNESCO World Heritage sites such as the Parthenon and Temple of Athene Nike at the Acropolis in Athens (from Piraeus) and Gaudi's most famous buildings in Barcelona.

### **Headline highlights in the Summer 2028 collection:**

- Arvia's three-country cruise combines Spain and France with the Norwegian fjords on new 14-night holidays sailing out of Southampton
- Arcadia and Aurora's smaller ships continue to offer exclusively-for-adults holidays to Norway and Iceland, Northern Europe and Scandinavia
- Arcadia and Aurora also offer multi-generational holidays from 3 to 21-nights on selected dates
- Aurora's 21-night Arctic escape to Iceland and the North Cape in August 2028 features an overnight stay in Reykjavik
- Azura's new overnight stay in Livorno brings Florence and Pisa closer
- The Colosseum and iconic sights of Rome (from Civitavecchia) are within reach on selected holidays on board Britannia and Ventura

The summer 2028 programme includes short breaks, Mediterranean fly-cruises, holidays to the British Isles, the Canary Islands, Northern Europe & Scandinavia, plus longer 30-night itineraries to the USA and Canada.

### **Booked by June 30, 2026, the Summer 2028 offers are:**

- 10% early bird discount\* and 10% deposit\* on applicable Select Price and Early Saver holidays.
- Extra 5% discount for Peninsular Club loyalty members on selected holidays.
- Additional guests in the same cabin sail from £49 per person – applicable third and fourth guests sharing a cabin on selected summer 2028 off-peak cruises sailing from/to Southampton for seven nights or more.



# P&O CRUISES

P&O Cruises provides great value for money holidays. The price includes accommodation, full-board meals, pools and entertainment including theatre shows and live bands, as well as complimentary children's clubs.

The new always-on all-inclusive packages include drinks, speciality dining credit and Wi-Fi. 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 or to book, call P&O Cruises on 0345 356 9999, visit [www.pocruises.com](http://www.pocruises.com) or speak to a travel agent.

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A selection of images can be downloaded, [here](#).

**ENDS**

## Notes to Editors:

\*T&Cs apply. 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

## 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)

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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 more than 230 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)

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).