



Thursday July 2, 2026

Southampton travel agent earns landmark 100,000 Shine Rewards Club points

A Southampton-based Ocean World Travel consultant is celebrating a landmark achievement after earning 100,000 Shine points on P&O Cruises Shine Rewards Club.

Carrie Purnell, who has worked for Ocean World Travel for almost 20 years, claimed her 100,000th Shine point in June, marking years of dedication to selling P&O Cruises holidays.

Carrie has become one of Shine Rewards Club's highest-achieving members, using the platform to deepen her product knowledge, access learning and convert points earned through bookings and training into tangible rewards.

She said: "I was incredibly proud when I reached 100,000 points. I have worked hard to achieve this milestone and it is rewarding to see that dedication recognised.

"I have been using Shine Rewards Club since it launched and it really is a brilliant programme. It is about much more than earning points – it is an invaluable training resource that has everything you need to know about P&O Cruises in one place, alongside fantastic support tools.

"Shine Rewards Club has helped me build my confidence and knowledge, which ultimately benefits my customers. I always encourage other agents to sign up, take the time to explore everything that is available and get involved with initiatives such as the Facebook Live sessions."

Carrie has sailed on every ship in the P&O Cruises fleet apart from newest ship Arvia and continues to be a passionate advocate for the brand, with holidays booked on Ventura later this year, Aurora in 2027 and Britannia in 2028.

She added: "One of the things I enjoy most about selling P&O Cruises is that there is genuinely something for everyone. Whether it is an adults-only holiday, a family getaway or a solo escape, P&O Cruises offers fantastic value alongside a great level of service.

"We sell a lot of Christmas cruises, with Aurora remaining a real favourite among our customers, and we also have a strong solo cruise market. It is incredibly rewarding helping loyal guests secure their favourite cabin when new itineraries go on sale - it really demonstrates the loyalty people have to P&O Cruises.

"I'll keep earning as many points as I can. I am currently renovating my kitchen, so my Shine Rewards Club points will certainly help towards a new American-style fridge freezer!"

P&O Cruises associate vice president of sales & distribution, Ruth Venn, said: "Reaching 100,000 Shine Rewards Club points is a fantastic achievement and a reflection of Carrie's passion and expertise.

"Our travel agent partners are at the heart of our business and Shine Rewards Club is designed to support them with engaging training, valuable rewards and the tools they need to confidently sell P&O Cruises. We are delighted to celebrate this milestone with Carrie and thank her for her continued support. We look forward to seeing her continue her Shine Rewards Club journey."



P&O CRUISES

Shine Rewards Club is P&O Cruises online trade engagement platform, rewarding travel agents for bookings and training while providing a comprehensive hub of product knowledge, sales tools and learning resources. Members can redeem points for a wide range of rewards, including shopping vouchers and P&O Cruises holidays.

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

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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.

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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)