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Travel agents celebrated at UK Cruise Awards 2026

The UK's leading travel agents were recognised last night (26 February) at the UK Cruise Awards 2026, a prestigious event hosted by Cunard, Holland America Line, P&O Cruises, Princess Cruises and Seabourn.

Held at 8 Northumberland Avenue in central London, the masquerade ball-themed evening brought together over 200 industry guests to celebrate the achievements of the past year. BBC Radio 2 DJ Sara Cox hosted the event, with Chris Stark of Capital Breakfast performing an evening DJ set.

Each cruise line recognised two outstanding travel partners, presenting Partnership Achievement Awards for exceptional collaboration and Outstanding Contribution Awards for long-term dedication to their brands. Additional accolades were also awarded to travel partners and individuals who have demonstrated excellence in specific areas.

Carnival UK & P&O Cruises president Paul Ludlow said: "The UK Cruise Awards continue to showcase the pivotal role our travel partners play in driving the industry forward. Their commitment and creativity are truly inspiring and it's a privilege to celebrate travel agents who bring such passion to delivering exceptional cruise holidays. We look forward to achieving even more together in 2026."

Bolsover Cruise Club took home the Excellent Innovation Award, presented by Cunard president Katie McAlister. Travel Counsellors was recognised for its Exceptional Customer Care, presented by Seabourn's UK & EMEA vice president Lynn Narraway and Princess UK, Ireland, & EMEA vice president, Eithne Williamson. Dan Wishart of TUI received the Rising Star award, presented by Cunard's associate vice president of EMEA sales, Iain Baillie, and P&O Cruises associate vice president of sales and distribution, Ruth Venn.

The cruise lines' individual winners were as follows:

Cunard:

Partnership Achievement Award: Bolsover Cruise Club

Outstanding Contribution: Iglu Cruise

Holland America Line:

Partnership Achievement Award: ROL Cruise

Outstanding Contribution: Iglu Cruise

P&O Cruises:

Partnership Achievement Award: ROL Cruise

Outstanding Contribution: Hays Travel

Princess Cruises:

Partnership Achievement Award: Cruise 118

Outstanding Contribution: Iglu Cruise

Seabourn:

Partnership Achievement Award: Six Star Cruises

Outstanding Contribution: Sovereign Cruise Club



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