EMBARGOED until 08:00 on Thursday November 5, 2026

P&O Cruises unveils Black Friday savings of up to £500 per cabin and new Price Drop Guarantee

P&O Cruises has launched a Black Friday sale, offering savings of up to £500 per cabin* on hundreds of holidays alongside a Black Friday Price Drop Guarantee.

Available from 9am today (November 5) until midnight on December 1, 2026, the promotion applies to selected holidays booked on Select Price or Early Saver fares, departing between March 6, 2027, and October 28, 2028.

The sale covers holidays including the Caribbean, Norwegian fjords and Mediterranean.

Black Friday offers

The new P&O Cruises Black Friday Price Drop Guarantee gives travel agents added reassurance when helping clients book. It applies to new Select Price and Early Saver bookings made during the promotional period on selected Black Friday promotional departures.[1]

If the price of an equivalent eligible booking falls during the sale, P&O Cruises will automatically adjust guests' outstanding balances to reflect the lowest price available during the promotional period, giving clients confidence to book rather than wait.

Additional guests sharing the same cabin can sail for free on selected off-peak 2027 holidays of six nights or more, plus selected peak 2027 holidays on Arcadia and Aurora.[2]

P&O Cruises Black Friday holiday highlights include:

14-night Canary Islands and Madeira fly-cruise on Azura from £949pp
Azura's 14-night roundtrip cruise from Tenerife on March 6, 2027 (A709C) calls at Madeira, Fuerteventura, La Palma, Tenerife (overnight), Madeira, Gran Canaria and Lanzarote. Prices currently start from £949 per person based on two people sharing an inside cabin.

7-night Norwegian fjords cruise on Iona from £749pp
Iona's 7-night roundtrip cruise from Southampton on June 19, 2027 (G719) calls at Stavanger, Olden, Hellesylt and Haugesund. Prices currently start from £749 per person based on two people sharing an inside cabin, with extra guests sailing for free on this cruise.

14-night Caribbean fly-cruise on Arvia from £1,599pp
Arvia's 14-night roundtrip cruise from Bridgetown, Barbados on February 11, 2028 (K804) calls at Basseterre, St Maarten, Tortola, Dominica, Antigua, Castries and Fort de France. Prices currently start from £1,599 per person based on two people sharing an inside cabin, with flights from select UK regional airports at no extra charge.

P&O Cruises associate vice president of sales and distribution, Ruth Venn, said: "Black Friday is a significant booking period for our travel agent partners and we want to give guests both a compelling reason to book and the confidence to do so now. Alongside savings of up to £500 per cabin and additional value across selected holidays, our new Price Drop Guarantee removes the need to wait and see if a better offer comes along. For travel agents, it creates a simple, strong proposition and more opportunities to engage customers throughout November,

particularly around popular holidays such as the Caribbean and Norwegian fjords."

ENDS

Notes for editors

* Discount applicable on new Select Price and Early Saver bookings made between 5 November 2026 and 1 December 2026 for selected sailings departing between 6 March 2027 and 28 October 2028. Amount of £500 per cabin shown is based on two people sharing a Balcony cabin on holidays of 14 nights or more and varies by duration and cabin type.

[1] The Black Friday Price Drop Guarantee applies to new Select Price and Early Saver bookings made between 5 November and 1 December 2026 on selected Black Friday promotional departures.

[2] Book an applicable holiday by 1 December 2026 and 3rd, 4th and 5th guests sail for free when sharing an applicable cabin with two full paying adults. Offer is available on selected cabins on selected holidays sailing from/to Southampton for 6 nights or more departing between 13 March 2027 and 21 December 2027 on selected off-peak holidays and family-friendly holidays on Arcadia and Aurora. Offer excludes fly-cruises, Mini-suites, Suites and BE grade cabins.

Full terms and conditions for all Black Friday promotions can be found at www.pocruises.com/terms-and-conditions

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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. The Hotlist 2026 by Travel Weekly - Best Ocean Cruise Line for ex-UK
2. The Hotlist Consumer 2026 by Travelzoo - Best for Ocean Cruise Line
3. Wave Awards 2025 – Best Advertising & Marketing Campaign
4. British Travel Awards 2025 – Best Cruise Line for Family Holidays
5. The Travel Industry Awards 2025 by TTG – Industry Marketing Campaign of the Year
6. Sailawaze Excellence Awards 2025 – Best in Entertainment
7. Best in Cruise Awards by Cruise Critic Awards 2025 – No-Fly Cruise Line (Ocean Category)