Under embargo until 0700 on Monday November 2, 2026

P&O Cruises launches Britain's Bucket List to inspire the nation to pursue holiday dreams

P&O Cruises is inviting the nation to share its biggest dreams and life ambitions with the launch of Britain's Bucket List, a nationwide campaign designed to reveal the experiences Britons most want to tick off in their lifetime.

Launching today (November 2), the campaign aims to create a live, crowd-built bucket list for Britain, shaped by people across the nation

Britain's Bucket List will give people the opportunity to submit the dream experiences they have always wanted to do, from once-in-a-lifetime adventures and cultural moments to personal goals and unforgettable travel experiences. The campaign will celebrate Britain's aspirations while inspiring more people to turn 'one day' into today.

Once Britain's Bucket List has been compiled, a panel of travel experts and P&O Cruises ambassadors will select their most inspirational submissions, with three winners receiving tickets for their own P&O Cruises holiday.

The initiative comes as new research* reveals that while most Britons have a bucket list, 61 per cent have yet to fulfil many of their ambitions, often putting them off until later in life.

As part of the campaign, P&O Cruises is partnering with broadcaster and presenter Laura Whitmore, who will encourage people across Britain to submit their bucket list dreams and join the national conversation.

Joining Britain's Bucket List

People can submit their entries via www.metro.co.uk/pocruisesbucketlist where, throughout the campaign, selected entries will be showcased in prominent locations across the nation.

Entries will close on 15 November, after which, P&O Cruises will release its findings and ultimately reveal the bucket list experiences people want to achieve in their lifetimes.

Alongside the country's most popular bucket list dreams, the findings will aim to reveal regional differences and generational trends.

The campaign will be supported by high-profile activity across Britain, including large-scale out-of-home projections and social media engagement designed to spark conversation and inspire participation nationwide.

Carnival UK and P&O Cruises president Paul Ludlow said: "At P&O Cruises, we believe holidays should be about more than simply switching off. They are an opportunity to create lasting memories and fulfil ambitions that have often been on a wish list for years. Britain's Bucket List is about celebrating the dreams of everyone across Britain, while encouraging people to pursue the experiences that matter most to them. Creating extraordinary experiences is at the heart of what we do and we want to inspire a national conversation about what people still want to achieve and, ultimately, help make some of those dreams a reality."

Campaign ambassador and repeat P&O Cruises guest Laura Whitmore added: "I love the idea that everyone has a dream they've always talked about but never quite got around to

doing. Whether it's an epic adventure, a personal challenge or simply experiencing somewhere you've always wanted to visit, those ambitions are often what make life exciting. Britain's Bucket List is a chance for people to share those dreams and be inspired by others across the country. I'm excited to be supporting a campaign that celebrates ambition and optimism."

Britons can now submit their bucket list dreams by visiting www.metro.co.uk/pocruisesbucketlist and can follow the conversation online using #BritainsBucketList.

Example P&O Cruises holidays to inspire for Bucket List submissions:

1) Eastern Caribbean Islands fly-cruise:

Britannia departs Antigua on 6 February, 2027 for a 14-night roundtrip sailing, calling at Saint Lucia, Grenada, Barbados, Martinique, Saint Kitts, Tortola and Saint Maarten. Prices currently start from £1,999 per person based on two people sharing an inside cabin.

2) Epic World Explorer

Arcadia depart Southampton on 6 January, 2028 for a 124-night roundtrip sailing, calling at destinations including San Francisco, Honolulu, Auckland, Sydney, Tokyo and Cape Town. Prices currently start from £23,839 per person based on two people sharing a balcony cabin.

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

A selection of images can be downloaded, here.

ENDS

Notes to Editors:

*https://londonlovesbusiness.com/61-of-over-50s-are-yet-to-tick-a-single-thing-off-their-bucket-list/

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