



P&O Cruises Rings in 2016 with Record Bookings

January 18, 2016

Australians' ever-growing love of cruising has pushed bookings for P&O Cruises' holidays to an all-time high.

The cruise line is celebrating an overwhelmingly strong start to the year with the first week of January proving to be its biggest booking week ever – up 84 per cent on the first week of January last year.

In addition, Thursday January 7 was P&O's biggest booking day ever, with holidaymakers keen to make the most of the cruise line's latest 24-hour sale.

P&O Cruises President Sture Myrmell said the cruise line's latest ships, Pacific Eden and Pacific Aria, were in hot demand, with past guests and new cruisers all eager to get onboard and experience the new look and feel of P&O's product.

"We've been selling our expanded five-ship fleet for more than 12 months, but the bookings for Pacific Aria and Pacific Eden are really pouring in now that the ships are here and people can see for themselves how impressive they are," Mr Myrmell said.

"In 2016, P&O will welcome more than 420,000 passengers onboard our five ships – reinforcing our position as Australia's leading home cruise brand.

"Our 2016 inventory is filling up fast, so travellers should move quickly if they want to cruise this year."

Mr Myrmell said the cruise line had plenty more excitement in store for its agent partners and guests.

"We can't wait to take the next steps in the evolution of our brand with the addition of Pacific Explorer next year and our brand new ship in 2019, as well as the debut of a raft of new ports and itineraries. There's going to be lots of great cruise news to share over the coming months."

For more details on P&O's cruises visit www.wlcl.com.au