



P&O Cruises launch agent promotion to build on success of wave

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- Win a five-night fam trip -

P&O Cruises is giving 50 agents the opportunity to win a fabulous five-night cruise to Amsterdam and Le Havre on board Azura in conjunction with its latest 'Live the Life' campaign.

To be in with a chance of winning a place on the familiarisation trip departing October 2, 2016, agents simply need to sell a P&O Cruises holiday included in the campaign before June 30, 2016 and enter their booking reference online at completecruisesolution.com.

Winners will be drawn at random throughout the promotion, so the more holidays agents sell, the more times they can enter, and the better chance of winning a place.

P&O Cruises senior vice president of sales and marketing Paul Ludlow said: "Our first big promotion for wave earlier this year saw a significant uplift in travel agent performance compared to last year. This made it our most successful campaign to date and thanks to agents we are seeing great demand for our holidays. Our 'Live the Life' promotion and agent incentive aims to keep the momentum going, putting us at the forefront of agent's minds for the British holiday market, not just the cruise industry.

"We've had tremendous TV exposure with Saturday Night Takeaway and Battlechefs generating high profile awareness to both new and core audiences and as a result we have seen bookings double for Britannia in 2016/17 year on year."

The sales drive is supported by a multi-channel marketing promotion across TV, radio, direct mail and the internet with a huge variety of holidays on offer to suit all tastes and budgets, from exotic fly-cruise holidays with free accommodation in iconic cities worldwide to shorts breaks and mini cruises in the Med with extra on board spending money.

Highlights for customers in the 'Live the Life' campaign include a complimentary city stay in Singapore and Sydney. Guests can choose from a fantastic free city stay either side of a cruise or extra on board spending money on a selection of exotic fly-cruise holidays in 2017.

Available on five exotic fly-cruise holidays when booking an outside cabin and above by June 30, 2016, guests can benefit from additional on-board spending money or up to three nights' hotel accommodation before joining the ship and up to three nights following the cruise.

This gives passengers the chance to explore two destinations for up to six nights under their own steam. City stays are available on a bed and breakfast basis in San Francisco, Hong Kong, Dubai, Singapore and Sydney.

P&O Cruises is also giving away extra on board spending money on a wide selection of cruises. Holidaymakers can live the high life and make that dream holiday a reality.

Book a Select Price holiday staying in an outside cabin and above by June 30, 2016 and enjoy up to £500 spending money per cabin on selected cruises later this year or in 2017. Cruises in the promotion include short breaks, school holidays, Christmas and New Year sailings, food themed holidays with P&O Cruises Food Heroes and destinations which include the Caribbean, Mediterranean, Canary Islands, Norwegian Fjords, Baltic, North Cape as well as full world cruises.

The offer can go towards exciting shore excursions from a helicopter flight over Antigua to mountain biking in St Lucia, or a variety of onboard treats such as a relaxing massage, a cooking masterclass with Marco Pierre White, a shopping spree onboard, or dinner in one of P&O Cruises Select Dining restaurants.

Offers include:

Book by June 30, 2016 and choose from up to £500 on board spending money per cabin OR a free city stay on a 19-night exotic fly-cruise from Singapore to Sydney on Aurora ([RNY](#)) departing February 10, 2017. Select Prices start from £3,599 per person based on an outside cabin and including flights.

Book by June 30, 2016 and receive up to £500 on board spending money per cabin for a 14-night Caribbean Transatlantic cruise on Azura ([A630](#)) departing October 28, 2016. Select Prices start from £1,349 per person based on an outside cabin.

To book, visit www.pocruises.com, call 0843 373 0111 or visit your local travel agent.

About P&O Cruises

P&O Cruises has a fleet of eight ships offering holidays tailored to British tastes combining genuine service, a sense of occasion and attention to detail, ensuring passengers have the holiday of a lifetime, every time. Azura was launched in April 2010 – officially named by Godmother Darcey Bussell CBE. Britannia, a new 141,000 ton ship, was named by HM The Queen on March 10, 2015.

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