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P&O Cruises Iona to herald new firsts in luxury spa

P&O Cruises will take relaxation and restoration to a new level when Iona launches in May next year, as it unveils details of the most luxurious wellness facility in its fleet. A salt steam room, destination themed treatments and infinity whirlpools are just some of the new features that will appeal to guests seeking to unwind completely.

The addition of the salt steam room marks a first for the P&O Cruises fleet, offering an exclusive space based on the classic steam room but with the added advantage of a salt brine solution. Salt therapy is a top spa trend and just a 45 minute treatment in the salt room offers enormous health and relaxation benefits.

Also making its debut is the experiential retail boutique - a specialist spa shop dedicated to skin, body and hair care. It will be a haven for anyone looking for expert advice and a chance to explore and experiment with a wide range of products.

Another new feature in Iona's Spa will be a range of destination themed treatments. These locally-inspired therapies will bring the destination into the spa. Guests can choose from the Nordic Cleanse (a detoxifying treatment incorporating acupressure back massage and a warming body and face mask) or the Baltic & Ice Massage (a deep tissue massage using warm and cool stones). Both these treatments have been inspired by the Nordic heritage of hot and cold therapies.

Similar to other ships in the fleet, Iona will have a private open-air deck area, The Retreat, where cold flannels, chilled drinks, snacks and al fresco spa treatments are offered in the privacy of shaded cabanas. Iona's Retreat will also have two infinity whirlpools.

In Iona's state of the art gym there is a new range of classes to suit every interest and ability from meditation to high energy spinning. New classes include:

- Boxing group fitness – a fun, physical cardio workout that builds strength and stamina
- TRX suspension – training to develop strength, balance, flexibility and core stability
- Functional training/HIIT – a cardio workout to boost stamina and hone body conditioning
- Mindful programming – connect mind, body and soul with meditation and breathing classes
- Group Cycle Connect – the ultimate indoor cycling experience on high-tech fitness bikes
- Skillrow classes – a group cardio workout that simulates a rowing crew

P&O Cruises president, Paul Ludlow, said: “Our new spa on *Iona* will be ideal for those looking to make the most of their ‘me-time’. From a restorative steam in our new salt room, to the relaxing qualities of a Nordic-inspired massage, guests will certainly feel the benefits whilst relaxing in this stylish space. The views of ocean from the spa will add to the soothing experience, as specialist staff help guide our guests through a tempting menu of transformative treatments.”

Sample cruise:

A seven night Norwegian Fjords cruise (G004) on *Iona* - departing Southampton on May 23, 2020. Ports of call include Stavanger, Olden, Hellesylt, Geiranger and Bergen. Prices for an inside cabin start from £821.

For more information or to book call P&O Cruises on 03453 555 111, visit www.pocruises.com or see a travel agent.

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About P&O Cruises

P&O Cruises is Britain’s favourite cruise line, welcoming guests to experience the good life and enjoy a blend of discovery, relaxation and exceptional service catered towards British tastes. P&O Cruises fleet of premium ships combines genuine service, a sense of occasion and attention to detail, ensuring guests have the holiday of a lifetime, every time.

In 2020, P&O Cruises will launch *Iona*. The new LNG-powered ship, with 5,200-guest capacity, will be the largest ship built to serve the UK market. *Iona* will feature enhancements to already successful brand signature venues from the existing fleet, as well as features newly developed for *Iona*. These include a breath-taking three deck atrium in the heart of the ship as well as SkyDome – an exclusively designed glass dome by award-winning British engineers Eckersley O’Callaghan. This will be a world first at sea and offer a unique space for both relaxing in all weathers and providing entertainment, featuring aerial performers and a wealth of live acts.

P&O Cruises continues to enhance its entertainment line-up, launching Astonishing on *Azura*, *Britannia* and *Ventura*. This revolutionary guest-interactive magic and illusion show was produced through a partnership with BAFTA-winning presenter Stephen Mulhern, performer Jonathan Wilkes and the mind-blowing trickery of master illusionist Guy Barrett.

P&O Cruises visits over 200 destinations worldwide and offers itineraries generally ranging from two to 17 days and also an annual world cruise. P&O Cruises sails to Australia & New Zealand, Baltic, the British Isles, Canada, the Spain, Portugal & the Canary Islands, the Caribbean, Central America, Dubai & the Arabian Gulf, the Far East & Asia, the Indian Ocean, the Mediterranean, Scandinavia, South America, the South Pacific, the United States and Western Europe.

Carnival Corporation has long been an industry leader in developing innovative solutions for sustainability, including the environmental technology breakthrough of making its Advanced Air Quality Systems (AAQS) highly functional in the small confines of a cruise ship. The Advanced Air Quality Systems (generically known as exhaust gas cleaning systems, or scrubbers) are installed on 71 of the company’s more than 100 ships and, through extensive independent testing, the systems have proven capable of outperforming low-sulfur fuel alternatives such as marine gasoil (MGO) in terms of cleaner air emissions with essentially no negative environmental impact to oceans and seas.

Carnival Corporation has also been a leader in the cruise industry's use of liquefied natural gas (LNG), the world's cleanest burning fossil fuel, resulting in significantly reduced air emissions. Following AIDAnova's launch in December 2018, the company has ordered an additional 10 next-generation "green" cruise ships powered by LNG in port and at sea with expected delivery dates between 2019 and 2025.

Over 40 percent of the company's fleet has "cold ironing" capabilities, enabling ships to use shoreside electric power where available while in port. The company has also implemented broad initiatives to optimize onboard energy usage and innovative hull designs and coatings to reduce fuel consumption by minimizing frictional drag.

For images visit: <http://www.pocruisespresspictures.com/>

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