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Barbie joins P&O Cruises Arvia and Iona for the summer holidays

P&O Cruises has launched dedicated family zones across its five family-friendly ships for the duration of the 2023 summer holiday season with toys and activities available on board Arvia, Iona, Britannia, Azura and Ventura.

In partnership with Harding+, Arvia and Iona's retail spaces will introduce a range of new children's brands including Barbie, Hot Wheels Cars and Keycraft Pocket Money Toys. These new brands will join existing family favourites available on board, including Lego, Jellycat and TY Plush Toys.

Families can also capture even more unique holiday memories on Arvia and Iona with 'instagrammable' moments in a life-size Barbie box or spend time dressing up as their favourite characters with a variety of fancy-dress costumes from Rubies Masquerade UK.

Family zones on all five ships will offer families the opportunity to try their hand at more artistic pursuits with colouring competitions for children or adults alike.

On newest ship Arvia, families can enjoy the children's splash pad, a tropical-island-themed mini-golf course, a daring high-ropes experience, and Mission Control, an immersive escape room experience set on a fictional submarine.

P&O Cruises also partners with Aardman, the creators of Wallace & Gromit and Shaun the Sheep, to bring a range of character-based activities for all generations to its family-friendly ships. This includes the first at-sea Wallace & Gromit show, All Hands on Deck! on Arvia, modelling and craft workshops, as well as Aardman film screenings.

For images visit [here](#). [PR to insert wetransfer link]

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

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered

towards British tastes. Each of the seven ships has its own appeal from family friendly or exclusively for adults. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike.

Arvia joined the P&O Cruises fleet in December 2022 as the second LNG-powered, Excel-class ship embodying the newest trends in travel, dining and entertainment. Arvia offers a Caribbean/winter season of fly-cruise holidays from homeport Barbados and Mediterranean holidays from Southampton during the summer.

P&O Cruises works with the best of the best including Gary Barlow who is music director of The 710 Club on Arvia and Iona and has delivered a number of unique musical moments on board. Crafted to Gary's creative vision, The 710 Club showcases an eclectic range of performances and offers an opportunity for up-and-coming musicians to get their break. Gary also joins guests for exclusive performances on Arvia and Iona holidays. Multi award-winning performer Nicole Scherzinger will be the creative force behind contemporary and breath-taking late night shows to be performed in SkyDome on board Iona and Arvia and P&O Cruises Food Heroes include chefs Marco Pierre White, Jose Pizarro, Shivi Ramoutar and Kjartan Skjelde who has created Norwegian speciality dishes, as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

British Travel Awards Winner 21/22 – Best Cruise Line for Family Holidays.

Cruise Critic Editors' Picks Awards Winner 2022 – Best for Families.

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).

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