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Time Out announced as P&O Cruises exclusive new exploration partner

P&O Cruises has today announced Time Out as its exclusive new exploration partner becoming a prime provider of travel content across all destinations.

The partnership will see Time Out's expert team of journalists create bespoke content featuring the best things to do, see and eat in destination. The content will be aimed at attracting a new audience of guests who have yet to consider a cruise holiday and will also be developed to enrich the experience of existing guests. In addition, it will connect P&O Cruises with Time Out's existing audience of avid travellers.

The first campaign as part of this partnership launches today and taps into an emerging travel trend amongst holidaymakers wanting to travel authentically whilst not compromising on comfort. The campaign focuses on how a P&O Cruises holiday allows guests to uncover destinations authentically like a local while travelling in style. Through content created by expert journalists (launched over the next year in a phased campaign), local knowledge and high-impact imagery, it unveils the hidden gems guests can explore on a P&O Cruises holiday and will include:

- A digital content hub on Time Out with features, quizzes and local guides, providing the insider secrets into P&O Cruises destinations. As part of the content, an interactive 'Scrap the Tourist Trap' quiz will allow travellers to build a personalised bucket list of things to do while they are in each destination.
- A 'Detour' video series which profiles local people, from shop and restaurant owners to entertainers and reveals their personal recommendations.
- A 'Detour' guide in print form for guests on board a P&O Cruises holiday.
- Time Out & P&O Cruises email newsletters.
- Time Out & P&O Cruises collaborative social amplification of the content.

P&O Cruises president Paul Ludlow said: "We are delighted to launch our new exploration partnership with Time Out, which will tap into their global expertise and heritage in authentic cultural and travel experiences.

"Time Out's unique and trusted content will resonate with a new audience who may never have considered a cruise holiday before but will also provide existing guests with expert advice on how to make the most of their time in destinations."

Time Out Media's director, strategic client partnerships, Gareth Thomas said: "We are very excited about working with P&O Cruises on a partnership that will take a long-term editorial approach. We will create content for new destinations as they come on board to enable P&O Cruises holidaymakers, both existing and new, to access the inside track on places.

"Time Out's audience is open-minded and experience-hungry but time poor, so they want to take the stress out of planning without missing the best things. Our trusted expert journalists create content that helps P&O Cruises holidaymakers discover and explore their destinations, connecting with places and really getting to know the local people, culture and food. The partnership is a great testament to our inspirational content, valuable audience and trusted brand."

For more information or to book call P&O Cruises on 0344 338 8003, visit www.pocruises.com or contact 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. The fleet of seven ships each have their 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. With a wide choice of holidays from two days to three months there is something for everyone.

Iona joined the P&O Cruises fleet in May 2021 as the next generation of ship. Iona, the first British cruise ship to be powered by liquefied natural gas, sets a new standard for cruise travel featuring enhancements to already successful brand signature venues from across P&O Cruises existing fleet, as well as many new "firsts" such as the first gin distillery at sea and The 710 Club, with music director Gary Barlow.

Sister ship to Iona, Arvia will join the P&O Cruises fleet in December 2022 as its second LNG-powered, Excel-class ship offering a Caribbean maiden season of fly-cruise holidays from homeport Barbados.

Arvia, meaning "from the seashore," is an innovative and future-focused ship and the latest evolution in the P&O Cruises experience, embodying the newest trends in travel, dining and entertainment to offer varied and contemporary holidays. The ship boasts a unique SkyDome with a retractable glass roof and 16 guest decks, and will feature the first Altitude Skywalk high ropes experience, the tropical-themed Altitude Minigolf, the Altitude Splash Valley aquazone, an outdoor Sports Arena, swim-up bar and infinity pool. It will also offer guests several new dining options such as Green & Co feat. Mizuhana, Ocean Studios cinema, extensive shopping, and the Oasis Spa and Health Club.

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).

About Time Out Group

Time Out Group is a global media and hospitality business that curates and creates the best of the world's greatest cities through its two divisions - Time Out Media and Time Out Market. Time Out launched in London in 1968 with a magazine to help people discover the exciting new urban cultures that had started up all over the city. Today, across the Group's digital and physical platforms, Time Out's professional journalists curate the best things to do, see and eat in 333 cities in 59 countries.

Time Out Market is the world's first editorially curated food and cultural market, bringing a city's best chefs, restaurateurs and unique cultural experiences together under one roof. The first Time Out Market opened in Lisbon in 2014, followed in 2019 by Miami, New York, Boston, Montreal and Chicago, and Dubai in 2021 with several new locations in the pipeline. Time Out Group PLC, listed on AIM, is headquartered in the United Kingdom.