



# P&O CRUISES

**Embargo - 8:30am, Tuesday November 5, 2024**

## **P&O Cruises takes off with Norse Atlantic Airways**

On Friday November 1, 2024, a landmark partnership took off, as Britain's favourite cruise line P&O Cruises saw its inaugural charter flight with Norse Atlantic Airways depart Manchester airport, taking more than 300 guests to Barbados to join fellow guests onboard Britannia for a 14-night Caribbean cruise.



*Pictured: Norse Atlantic Airways cabin crew; Norse Atlantic Airways, director of airports, James Collins; P&O Cruises, hotel operations senior manager, Tom Driscoll.*

Carnival UK & P&O Cruises president Paul Ludlow said, "We are immensely proud to see the first charter flight with Norse Atlantic Airways take off, marking the start of our winter Caribbean season. We know flights play a key role in the overall holiday experience, which is why we chose to partner with Norse, alongside TUI Airways and Virgin Atlantic for our charter offering. These partnerships underpin our commitment to ensuring our guests receive a consistently high level of service across all elements of their P&O Cruises holiday."

CEO and founder of Norse Atlantic Airways Bjørn Tore Larsen said, "We are excited to start this journey with P&O Cruises, connecting UK travellers to stunning Caribbean destinations. Our commitment to quality and affordability aligns perfectly with P&O Cruises promise of an unforgettable holiday, and we're delighted to offer passengers comfortable, direct flights that make their travel as enjoyable as their time on the islands."



## P&O CRUISES

Between November '24 and March '25 Norse Atlantic will operate a weekly Friday flight from Manchester to Barbados to meet P&O Cruises Arvia and Britannia. Additionally, it will operate Saturday flights from London Gatwick and Manchester to Antigua/Barbados (alternating weeks). Norse Atlantic Airways' Boeing 787 Dreamliner features modern in-flight entertainment and spacious seating, including the industry-leading 43" seat pitch and 12" recline.

For more information about P&O Cruises fly-cruises, visit [www.pocruises.com/fly-cruises](http://www.pocruises.com/fly-cruises)

For images, click [here](#).

– Ends –

**For further press information please contact:**

Michele Andjel, [michele.andjel@carnivalukgroup.com](mailto:michele.andjel@carnivalukgroup.com) 07730 732 072

Jade Berry, [jade.berry@pocruises.com](mailto:jade.berry@pocruises.com) 07467 999 381

**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.

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 P&O Cruises holidays. Multi award-winning performer Nicole Scherzinger is 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, José 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:

1. The Travel Industry Awards 2024 by ttg - Ocean Cruise Line of the Year
2. Wave Awards 2023 – Best Value for Money Cruise Line, Favourite Ocean Cruise Line and Best New Ship Launch
3. British Travel Awards 2023 – Best Cruise Line for Family Holidays and Best Cruise Line for No-Fly Cruise Holidays
4. Editors' Picks Cruise Critic Awards 2023 – Best New Ship (Arvia)

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