



THE MARKET

While cruising sits at just 3% of the Australian travel market, the Deloitte Access Economics report states that the Australian cruise industry contributed \$828.1 million to the national economy for the 2012/2011 financial year. This shows an increase of over 44% on the \$576.6 million contribution during 2007/2008.

When it comes to passengers, around 625,000 Australians took a cruise holiday in 2011, and around half of this number travelled with P&O Cruises.

This shows a local cruise market growth of over 137% in just five years and highlights the relationship Australians have with this brand. Further to this, surveys have found that nine out of every 10 Australians recognise and are familiar with the P&O Cruises brand.

With an estimated 1 million Australians to be taking cruises each year by 2020, P&O Cruises are, and always have been a key player in building, growing and inspiring the local cruise market.



ACHIEVEMENTS

The list of P&O Cruises' achievements is a long and varied one. Apart from a slew of prestigious industry awards including being inducted to the AFTA hall of fame in 2008, the brand's most notable achievements lie where no formal awards can be given.

It has been 80 years since P&O Cruises were the first cruise brand to introduce leisure cruising to Australia, and it has since been at the forefront of growing the Australian cruise market from nothing, into the successful and extremely popular industry it is today.

Having carried over 3 million passengers since the end of World War II, P&O Cruises is often referred to as Australia's favourite cruise line. It shares an important history with Australia, having played a major role in helping populate the country long before air travel was commonplace.

P&O Cruises not only visits more Pacific Islands than any of its competitors, it has long worked with Aus Aid to help develop the infrastructure and economy of many of these destinations. Further to this, the brand gives to and works closely with Make-A-Wish Foundation, Lifeline and the Catherine Freeman Foundation on charity and fundraising ventures.

HISTORY

2012 was a big year for P&O Cruises, who not only celebrated 80 years of Australian cruising, but a heritage that spanned 175 years.

P&O Cruises' original ancestor, The Peninsular & Oriental Steam Navigation Company (P&O) originated in London in 1837 as a mail delivery company. The company's founders Arthur Anderson and Brodie McGhie Wilcox saw that there was more to sailing than just getting from A to B and so cruising was born with the first sole purpose leisure cruise departing London in 1844, bound

for the Mediterranean.

In 1852, P&O won the contract to carry the mail between Britain and Australia, effectively ending Australia's isolation from the rest of the world. Prior to this monthly service, those living in Australia depended on sailing ships to deliver letters back to Europe – a journey that would sometimes take between one and three years.

Cruising grew in popularity and on a Wednesday in 1932, P&O in London informed colleagues in Sydney that there would be a five day cruise to Norfolk Island – the first ever leisure cruise to reach these shores. This

was the beginning of Australia's love for P&O and cruising.

Further to this, the brand's relationship with Australia is arguably one of the most important facets of the history of both the brand and the country itself.

By World War II, the Australian government became aware that Australia was grossly underpopulated in relation to its size, with much of the country's land vulnerable to attack. Thus the Ten Pound Pom scheme was coined. Healthy Britons under 45 years of age were enticed to start a new and bright life in the southern land – for the bargain price of £10 (the average weekly wage of a male manual labourer and £110 less than the usual adult fare to Australia on a passenger ship). This scheme was incredibly successful, and between 1947 and 1972 more than a million Britons caught their first glimpse of their new Australian homeland from the decks of P&O ships.



THE PRODUCT

P&O Cruises has spent the last eight decades solidifying its place as the great Australian cruise holiday and also has a firm following in New Zealand. Dining, entertainment, destinations and onboard features have been carefully chosen to suit this demographic. In 2011, out of P&O Cruises' 300,000 or so passengers, around 200,000 cruised to the Pacific Islands. Because of this, P&O Cruises offers more Pacific Islands cruises and ports than any other cruise brand, with itineraries ranging from 7 to 14 nights.



Cruises to New Zealand and Queensland are also favourites of P&O Cruises passengers and, Short Breaks are also becoming a popular choice. With 3-night themed cruises including Lifestyle, Comedy and Food & Wine, P&O Cruises has etched out its own special place as a short breaks specialist.

As Australia is widely known for excellent dining options, P&O Cruises is renowned for its deliciously varied culinary options to suit its passengers. Onboard, one can find everything from buffet and a la carte dining, to specialty restaurants, poolside fare and room service. Entertainment offerings include comedians, acrobats, musicians



and production shows, and the ships amenities lend themselves to the ultimate holiday experience with bars, pubs, pools, outdoor big screens, kids clubs and adults-only areas.

In 2007 Pacific Dawn became the first superliner to ever be home ported in Australia. At 70,285 tons and 245m in length, she carries 1950 passengers and sails year round out of Brisbane. Sister ships, Pacific Pearl and Pacific Jewel both sail from Sydney, with Pacific Pearl completing select sailings from Auckland in April, May and June. At 63,786 tons and 247 metres in length, Pacific Pearl carries 1800 passengers, while Pacific Jewel is 70,310 tons and 254m, carrying 1900 passengers.

RECENT DEVELOPMENTS

Since Ann Sherry's appointment as CEO of

Carnival Australia – which operates P&O Cruises - in 2007, the brand has continued to move even more rapidly from strength to strength with a long list of positive developments.

With the launch of Pacific Jewel and Pacific Pearl in 2009 and 2010 respectively, a new level of sophistication was introduced to the P&O Cruises fleet. Specialty restaurants like Salt Grill by Luke Mangan and Asian-inspired La Luna offer a previously unprecedented level of high quality dining which P&O Cruises' passengers received with much excitement.

In April 2012 Pacific Dawn spent two weeks in dry dock for a \$14 million make-over, bringing her in line with her sister ships. A number of standard cabins were converted into interconnecting rooms and 50 suites and mini-suites were upgraded with new furnishings, carpet and artwork. She was also fitted with improved dining areas and bars, a Big Screen, a New Zealand Natural ice cream bar and an outdoor barbecue area. Each of the three ships now represent the ultimate backdrop for a great Aussie cruise holiday.

P&O Cruises is constantly aiming to offer its passengers as many fresh and new destinations as possible, with Papua New Guinea's Milne Bay recently being added to select itineraries, as well as the Loyalty Islands' port of Maré, and Queensland's Moreton Island. With these new destinations comes much care in regards to the environmental, social and cultural effects of ship visits. The company's recently introduced Sustainability Report has been created to ensure that P&O Cruises remains a responsible neighbour to these small islands, working with Pacific Island governments, international donor agencies and the local island communities to find a perfect balance for all involved.

PROMOTION

P&O Cruises promotes itself as the holiday that has it all for Australians. Focusing on the fun and friendly aspect of cruising, it runs two big retail campaigns each year, with a communication strategy consisting of TV, newspaper, online (search and display), direct and email marketing, as well as POS in travel agents.

2010 saw P&O Cruises launch its first brand focused campaign in 29 years (since the "Take Me Away" TVC was launched in 1981), and has since partnered with various Australian television programs to place cruising into the mass media arena – appearing on Channel 10's MasterChef and Neighbours; Channel 9's Getaway, Celebrity Apprentice, Australia's Funniest Home Videos and A Current Affair; and Channel 7's Saturday Disney.

Online has added another realm to the P&O

Cruises marketing mix, revolutionising the way the brand communicates with its passengers. Since launching its Facebook page in June 2009, and by publication of this edition has gained over 100,000 fans - a number growing by around 1,000 per week.

BRAND VALUES

P&O Cruises has a long seafaring history and shares a deep bond with Australia, striving to remain true to this long relationship of loyalty. A P&O Cruises holiday is the holiday that has it all for Australians and New Zealanders. Worth every cent and offering an experience for all budgets, its longstanding aim is to provide an unforgettable experience for each and every passenger. The brand's values have long been recognised by peers,



with P&O Cruises winning countless awards for cruising excellence in the Australian market.

The only brand in the market specifically tailoring its product to Australian tastes, P&O Cruises' passengers form a strong bond with not only the brand itself, but also the ships they travel on. A glimpse at the P&O Cruises Facebook page reveals the bond between brand and passenger - testament to a job well done by this Aussie Superbrand.

THINGS YOU DIDN'T KNOW ABOUT P&O CRUISES

- Some claim that the word 'posh' originated from well-to-do passengers sailing on original P&O leisure cruises. Cabins on the port side offered the best views of the land for cruise passengers to wave goodbye to the crowds when leaving port, and vice versa on the return trip. P.O.S.H tags (meaning Port Out, Starboard Home) were attached to the luggage and over time this popular term was born.
- The most popular onboard main courses are rump steak and chicken schnitzel, and the most loved desserts are chocolate pudding and crème brulee.
- On average, each ship used 600kg of flour, 150kg of sugar and 1,000 litres of milk per day; and two tonnes of watermelon and 36,000 eggs per week.
- Each year, the entire fleet will go through approximately 160 tonnes of bacon, 300 tonnes of chicken and 32 tonnes of pork belly.