



P&O Launches Flagship Site for Agents

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P&O Cruises has launched its first dedicated travel agent site – Flagship – designed to make it even easier to sell a P&O holiday.

Developed specifically for Australian and New Zealand agents, Flagship provides a central hub for information on P&O Cruises' product, as well as a range of agent marketing tools and an image and video gallery.

The website – **flagship.pocruises.com.au** – will also host a new online education program, Flagship College, aimed at streamlining agent training.

Focussing solely on P&O product information, the mobile-friendly education program will offer an annual Flagship Master Class, which will take just over an hour to complete and will earn agents 10 Cruise Lines International Association (CLIA) accreditation points.

Agents will also be able to use the Flagship site to monitor their progress in P&O's incentive program, which has been renamed Flagship Achievers to coincide with the launch.

With one Flagship Point earned for every dollar of revenue booked with P&O Cruises, agents can track their points daily on the site. Qualifying agents will earn a Flagship Bonus of up to \$500 a year, with the top 20 travel agents earning a spot on P&O's annual Top Achievers Trip.

In a first for the cruise line, Flagship will also enable agents to register their interest in ship inspections.

P&O Cruises Director of Sales Ryan Taibel said Flagship had been developed in response to the cruise line's continued fleet expansion.

"With more P&O cruises on offer than ever before, we wanted to make it really easy for our key partners, the travel agents of Australia and New Zealand, to access all the tools they need to sell our cruises," Mr Taibel said.

"Flagship is simple to use and packed with great information, so agents can feel confident they have everything they need to know about P&O at their fingertips, including our great new education program which makes it very easy to learn about our product."

Mr Taibel said agents can use their POLAR Online log-in details to sign into Flagship and explore the new site, with P&O continuing to roll out new features.