



## **P&O Cruises Receives Trusted Brand Nod for Third Year in a Row**

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P&O Cruises has scored a hat-trick after being named Australia's most trusted cruise operator for the third year running by Reader's Digest.

The cruise line beat eight other ocean and river cruise operators to come out on top.

P&O Cruises Senior Vice President Sture Myrmell said it was an honour to be recognised yet again by the magazine's readers as one of the country's most trusted brands.

"There have been many exciting developments take place across our fleet since we took home the inaugural cruise operator award in 2013," Mr Myrmell said.

"From installing onboard adventure parks to revolutionising our food offering and announcing the addition of two ships to our fleet later this year, we've taken Australian cruising to the next level to deliver a contemporary offering, which appeals to all Australians.

"We're thrilled to see our new products being embraced by existing and new guests, and our cruise line continuing to be endorsed with awards such as this. We look forward to welcoming more Australians onboard our fleet as we embark on our biggest ever year of cruising," he said.

The annual Reader's Digest Trusted Brands Survey has been operating for 15 years as an independent survey of the Australian public. This year 46 categories were featured and more than 2400 people were surveyed.

**For more information visit [www.pocruises.com.au](http://www.pocruises.com.au)**