

START

ADONIA GETS REBRANDED AT PORTLAND PORT

On the 14th June 2017, the cruise ship Adonia docked at Portland Port, unusually though she had no passengers on board as it was not an ordinary cruise call.

The Adonia had sailed to Portland from Miami, under the Fathom brand. Fathom was launched in 2015 by Carnival Corporation & PLC with the brand introducing a new category of purpose-driven travel, sailing to Cuba for social impact experiences.

During its short stay in Portland Port, the Adonia was returned to its original P&O Cruises branding before setting sail for Southampton to start its first P&O Cruise since 2016.

The Adonia is the smallest of the P&O Cruise ships, carrying just 710 guests, and offers an intimate, adult-only cruise experience.

Tom Driscoll, the Onboard Product Delivery Director for Carnival UK commented 'As Adonia made her way back to Southampton, we docked in Portland Port, a new port for her and P&O Cruises, to conduct her rebranding work to ensure she was ready for her first cruise on June 16th to Bordeaux, Honfleur and Guernsey.

The facilities at the port are fantastic and the team there worked very hard to ensure we had a seamless operation over our two-day call. It's been great to see so many comments in the press and from guests on board as to how great Adonia looks.'

Two local contractors, Quest Marine Ltd and Paisley Plant Hire supported the operation throughout, helping to complete the works on time.

Ian McQuade, General Manager Commercial at Portland Port added 'We were delighted to welcome the Adonia, she is the first Carnival UK ship to visit Portland Port. The works were completed on schedule and the vessel is now back in service, offering cruises to P&O passengers around the world.

We hope this won't be the last P&O ship to call at Portland and we look forward to working with them in the future.'

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