



Jan 08, 2016 09:13 GMT

## Beat the 'January blues' and get a great-value cruise in Fred. Olsen's 'Turn of Year' sales campaign

Award-winning Fred. Olsen Cruise Lines is showcasing its exciting 'Turn of Year' sales campaign with a range of multi-media promotions, including a series of five different advertisements being shown on digital TV channels Sky Arts, Drama, Alibi, Sky News, Pick TV, Challenge, ITV 3, Travel Channel and the Holiday & Cruise Channel, the last of which will appear on 14<sup>th</sup> February 2016. Fred. Olsen's 'Turn of Year' campaign also features advertisements on radio stations in and around the regional ports from which it sails – Smooth Radio, Classic FM, Metro 2 Radio, Clyde 2 and Tay 2 – national press promotions, regional advertising and door-drops.

As part of its 'Turn of Year' campaign, Fred. Olsen is offering guests three great-value deals on its 2016/17 cruise itineraries, which are sure to banish those 'January blues'! Holidaymakers can choose from three tempting benefits – '**Three Cruises for the Price of Two**', '**Free Tips & Tipples**' (available until 2<sup>nd</sup> March 2016) and '**Up to £100 Per Person Cashback**' (available until 31<sup>st</sup> January 2016), to destinations including Norway, North and South America, the Caribbean, Iceland, the Mediterranean and the Baltic.

Fred. Olsen's 'Turn of Year Campaign' includes the following cruises:

- **Balmoral's five-night L1610 'Norwegian Festival & Fjords' cruise, ex Newcastle on 26<sup>th</sup> May 2016.** Prices start from £599 per person, based on two adults sharing a twin-bedded, Inside cabin, and include accommodation, all meals and entertainment on board, and port taxes.

Sailing on her first-ever cruise season from the Port of Tyne, *Balmoral* will call first at **Lysefjord** on this short Norwegian 'taster' cruise. Known as one of the 'Pearls of Norway', this majestic fjord features the natural phenomena of 'Preikestolen' ('Pulpit Rock') and 'Kjerag' ('The Mountain Bolt'), both of which are only accessible by ships up to 50 metres in height, due to the bridge at the entrance.

Next, guests can explore the UNESCO-listed Bryggen Wharf, in the fine city of **Bergen**. *Balmoral's* visit also coincides with the fantastic 'International Festival' – an annual celebration of music, theatre, dance, opera and the arts.

Guests will then arrive in **Eidfjord**, a picturesque town surrounded by the mighty **Hardangerfjord**, which has been voted as a top 10 fjord experience by Norwegians. For those feeling adventurous, head out onto the glass-like waters on a kayak, and get up close to the mountainsides and waterfalls.

Next, *Balmoral* will cruise to **Maurangerfjord**, where guests will pass the stunning **Fureberg Waterfall**. After a day of cruising the **Hidrasundand Strandsfjord** – a narrow passage between the island of Hydra and the mainland – the ship will cruise the Southern fjord of **Stolsfjorden** and the size-restricted **Flekkefjorden**, where guests will be surrounded by rolling green landscapes.

- ***Boudicca's seven-night D1608 'Cruising the Emerald Isle' cruise, ex Liverpool on 30<sup>th</sup> May 2016.*** Prices start from £769 per person, based on two adults sharing a twin-bedded, Inside cabin, and include accommodation, all meals and entertainment on board, and port taxes.

Guests will arrive first in **Belfast** – the home of the *RMSTitanic*. Guests can spend a day discovering the history of this ill-fated liner, from her construction right through to her tragic sinking, on a fascinating tour of the 'Titanic Belfast' visitor experience.

Next, *Boudicca* will arrive in **Killybegs**. Here, guests can relax on the waterfront, watching the fishing boats and net menders, or maybe catch a glimpse of the seals in the harbour. For those wishing to venture further afield, take a shore tour to experience the beauty of rural Donegal.

A day in **Cork** (from **Cobh**) follows, where guests can visit the beautiful St. Fin Barre's Cathedral, whose spire dominates the city's skyline, before continuing to the lively city of **Dublin**, for an overnight stay.

In **Dublin**, guests will have plenty of time to visit St. Patrick's Cathedral, the fun-filled 'Temple Bar' district, or one of the many art galleries, exhibitions and museums in the city.

- ***Braemar's 14-night M1630A 'Canary Islands to the Caribbean' fly-cruise, ex London Gatwick / Manchester on 8<sup>th</sup> December 2016.*** Prices start from £1,549 per person, based on two adults sharing a twin-bedded, Inside cabin, and include accommodation, all meals and entertainment on board, return flights, transfers and airport / port taxes (prices start from £999 per person cruise-only).

Leaving the UK behind, guests will arrive in **Santa Cruz**, in Tenerife, where they can explore the exotic Botanical Gardens or the mystical and intriguing Pyramids of Guimar, before *Braemar* sets sail for **San Sebastian**, in La Gomera.

Next comes the sun-drenched Caribbean. *Braemar* will call first at **Philipsburg**, the capital of the Dutch half of St. Maarten, an island amicably shared between Holland and France for centuries.

The ship continues to Tortola, which was once a famous haunt for pirates!

The capital, **Road Town**, is typically old-world Caribbean, and is home to the legendary Pussers Bar – the perfect place to try some authentic Caribbean rum!

The great bay of English Harbour and historic Nelsons Dockyard are two exciting highlights at the next port of call – the pretty island of Antigua. With a day to explore **St. John's**, guests can visit the colourful market, or take a swim in the azure waters.

A call to the fascinating city of **Fort de France**, Martinique's largest city, is next, before *Braemar* arrives in **Castries**, the capital of St. Lucia. On an overnight stay here, guests will have plenty of time to visit the white-sand beach of Rodney Bay, or take an aerial tram through the treetops of the lush rainforest.

*Braemar* will then arrive in **Bridgetown**, Barbados, where guests can discover Harrison's Cave, sail the calm waters in search of sea turtles or soak up the relaxed atmosphere, before flying back to the UK.

Those booking a Fred. Olsen cruise for the very first time can also take advantage of the cruise line's unique 'Enjoyment Promise', which guarantees guests an excellent holiday experience, or Fred. Olsen will fly them home and refund their cruise fare\*.

---

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

## Contacts



**Georgina May**

Press Contact

Acting PR Manager

Public Relations

[georgina.may@fredolsen.co.uk](mailto:georgina.may@fredolsen.co.uk)