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## **Boost in trade sales helps Fred. Olsen achieve bumper summer season**

Fred. Olsen Cruise Lines is celebrating a successful third quarter in 2018 in which a boost in trade sales by almost 30% was just one of a number of year-on-year headline figures – with the number of booked fly-cruise guests also up by more than 80%.

Sales made between July and September 2018 inclusive brought a number of year-on-year increases from the same quarter in 2017, including a 21% rise in the total number of guests booked; an increase in trade sales by 29%; and an 81% increase in the number of guests booked onto a fly-cruise holiday, with revenue up by a total of 26%.

In addition, Fred. Olsen's Warmer Cruising campaign has seen a 74% rise in revenue based on the same period in 2017, while the number of guests who have booked a holiday as part of its 'free all-inclusive upgrade' has also risen by 31%.

Justin Stanton, Director of Sales and Marketing at Fred. Olsen Cruise Lines said:

"We know that our guests love what we do, from our closer style of cruising to the smaller and more intimate size of our ships, but - as they say - actions speak louder than words, and that is clearly demonstrated in these figures.

"This result is extremely encouraging in what is a fiercely competitive time in the travel market. I want to personally thank our trade partners, who continue to sell and recommend our cruise holidays to their customers time and time again."

This year, the company's Warmer Cruising campaign, which launched in August and runs until 17<sup>th</sup> October inclusive, offers guests up to 40% off 42 tempting cruises between October 2018 and March 2019, with durations ranging from five to 107-nights. It also includes a number of cruises with a 'no solo supplement' offer.

Offers still available as part of the Warmer Cruising campaign include:

***Boudicca's 14-night D1824 'Islands of the Indian Ocean' cruise, ex Port Louis, Mauritius (flights from London Gatwick or Manchester) on 15<sup>th</sup> November 2018.*** Save up to 30% when booked on or before October 17<sup>th</sup>, with prices starting from £1,999 per person. Solo guests can sail from £2,299 with a 0% single supplement offer available on certain grades.

**Ports of call:** Port Louis, Mauritius (overnight stay) – Praslin Island, Seychelles (overnight stay) – *Cruising by Silhouette Island at sunset, Seychelles* – Victoria, Seychelles (overnight stay) – Mamoudzou, Mayotte – Hell-Ville (Andoany), Madagascar – Antsiranana (Diego Suarez), Madagascar – Port Reunion, Reunion Island – Port Louis, Mauritius

**For more information:** Visit [D1824 'Islands of the Indian Ocean'](#)

In addition, Fred. Olsen's 'Free All Inclusive Upgrade' offer is available on over 40 2019 cruises departing from all five of the company's convenient regional departure ports of Southampton, Dover, Liverpool, Newcastle and Edinburgh (Rosyth), when booked on or before October 31<sup>st</sup>.

Cruises eligible for the free all-inclusive upgrade offer include:

***Boudicca's seven-night D1917 'Fjords, Mountains & Glaciers' cruise, ex Dover on 31<sup>st</sup> July 2019.*** Prices start from £999, including a free all-inclusive upgrade when booked on or before 31<sup>st</sup> October.

**Ports of call:** Dover, UK – *Cruising Lysefjord, Norway* – Olden, Norway – *Cruising Nordfjord, Norway* – *Cruising by Hornelen, Norway* – Flåm, Norway – Bergen, Norway – Dover, UK

**For more information:** Visit [D1917 'Fjords, Mountains & Glaciers'](#)

The successful quarter follows on from a number of trade-focused activities run by Fred. Olsen this year, including an increased number of educational trips, plus the company's first ever 'Closer' conference in May, which saw the launch of the Big Fred. Olsen Giveaway. The incentive offers travel agents who make a Fred. Olsen booking the chance to win a cruise for two every month, and at the end of the campaign one lucky agent will win a brand new car in time for Christmas.

Last month also saw the launch of Fred. Olsen's new interactive River Cruise Training Programme, created in conjunction with Online Travel Training, which allows travel agents to learn more about Fred. Olsen's river product, following the launch of its first river ship Brabant earlier this year.

**For further information on Fred. Olsen Cruise Lines, visit the website at <http://www.fredolsencruises.com/agent>, or call the Trade Support Team on 01473 746164.**

For more information on the Big Fred. Olsen Giveaway, visit [Big Fred. Olsen Giveaway](#)

To take part in the online training, visit [FOCL River Cruise Training Programme](#)

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

## Contacts



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