



Martin Lister, Head of Itinerary Planning & Destination Experience for Fred Olsen Cruise Lines with Clare Ward, Product and Customer Service Director, with the 2015 and 2016 'Best for Itineraries' awards

Dec 12, 2017 10:17 GMT

## **Cruise Critic experts vote Fred. Olsen 'Best for Itineraries', for a record third year running!**

Experts at world-leading independent cruise review website, Cruise Critic, have voted Fred. Olsen Cruise Lines 'Best for Itineraries' in its prestigious 'UK Editors' Picks Awards 2017', for a record third consecutive year.

This year is a double celebration for Fred. Olsen, as the cruise line has also been named 'Best for Solo Travellers' by the Cruise Critic experts - the first time that it has run this awards category.

Fred. Olsen has received the coveted 'Best for Itineraries' title four times overall, having been previous winners in 2012. The cruise line was also similarly honoured in 2009 and 2010, scooping Cruise Critic's 'Best for Seeing the World' accolade two years in a row.

The winners of the 'UK Editors' Picks Awards 2017' are selected by Cruise Critic's team of knowledgeable cruise experts, based on the lines and ships that they feel are 'at the top of their game', and best represent excellence in the Ocean, River and Luxury categories.

Adam Coulter, Managing Editor of Cruise Critic UK, said:

"Cruise Critic's editors were really impressed with Fred. Olsen Cruise Lines' wide variety of sailing lengths, plus no-fly cruises, departing from UK ports. Its programme also features exciting European river itineraries, including 30 new sailings from 2018, so we felt it was the obvious choice for the 'Best Itineraries' award.

"The company also won the 'Best for Solo Travellers' award for waiving single supplements on selected voyages, and providing cabin upgrades and unique 'Single Cruises' on a wide selection of sailings."

Clare Ward, Director of Product and Customer Service for Fred. Olsen Cruise Lines, said:

"We would like to thank the Cruise Critic judges for recognising our commitment to our guests' experience, whether they are holidaying as a couple, a group or solo.

"We are especially proud to win the prestigious 'Best for Itineraries' award for the third year in a row, particularly as we know that itineraries are the most important factor for guests when choosing a holiday. Every year, we put a great deal of effort and passion into developing and enhancing the 'closer' aspects of our itineraries – one of the key elements of our brand, along with friendly service and great-quality food.

"Over the past three years, as well as amazing destinations, we have improved the experience on many sea days, adding more scenic cruising. We have increased the port days where we berth within walking distance of the town or city, and we have worked closely with our local tour providers to

help our guests to explore more of the destination, giving a ‘closer’, more authentic experience.”

In 2018/19, Fred. Olsen will be making the most of its fleet of four smaller ocean cruise ships – *Balmoral*, *Braemar*, *Boudicca* and *BlackWatch* – by visiting over 200 destinations in 73 countries around the globe, covering 91 areas of scenic cruising.

In 2017, Fred. Olsen launched its first-ever dedicated exotic fly-cruise programme, highlighting a host of new ‘far-flung’ destinations from 2017 to 2019, such as the Indian Ocean islands, India, Arabia, South Africa, Australia and New Zealand, with durations of between 14 and 38 nights.

Fred. Olsen has also recently unveiled its unforgettable transit of Greece’s Corinth Canal, one of the world’s greatest engineering feats, in Autumn 2019. The highlight of this sell-out 25-night itinerary on shallower-drafted *Braemar* is sailing through the spectacular Corinth Canal, which narrows to less than 25 metres wide at its very bottom – and Fred. Olsen will be breaking the record for the largest ship ever to pass through it.

Fred. Olsen has also expanded its already-ambitious range of worldwide itineraries by adding river ship, *Brabant*, to its cruise portfolio, offering 31 itineraries along European rivers – including the Main, Moselle, Rhine and Danube – from April to November 2018, with durations between 5 and 25 nights.

For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com) To learn more about the Cruise Critic ‘UK Editors’ Picks Awards 2017’, visit <http://www.cruisecritic.co.uk/editors-picks/>

**Photo Caption:** Fred. Olsen Cruise Lines’ Martin Lister - Head of Itinerary Planning & Destination Experience, with Clare Ward - Product and Customer Service Director, with the 2015 and 2016 ‘Best for Itineraries’ awards.

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

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