



# European River Cruising

on *Brabant*

Stylish and comfortable river cruising boat *Brabant* is the latest addition to the Fred. Olsen programme, adding a whole new dimension to experiencing the Fred. Olsen difference.



Dec 28, 2018 11:26 GMT

## **Fred. Olsen confirms continued commitment to European river cruising with appointment of Keith Norman as dedicated River Sales Manager**

Fred. Olsen Cruise Lines has confirmed the appointment of Keith Norman as its first-ever dedicated River Sales Manager, with effect from 1<sup>st</sup> January 2019. Keith, currently Sales Manager – Affinity, will report into Mike Evans, Head of Sales, and will be responsible for a small, dedicated team, aimed at growing sales across all distribution channels to facilitate the future expansion of Fred. Olsen's river cruise product, currently operated on *Brabant*.

Fred. Olsen has recently confirmed its commitment to the continuation and growth of its European river cruise product – which started with its inaugural cruise season in April 2018.

Keith Norman, Sales Manager – Affinity for Fred. Olsen Cruise Lines, said:

“I am thrilled to be given this opportunity to grow and build upon the success of our popular *Brabant* sailings in Europe. The new River Sales Manager role gives Fred. Olsen a dedicated resource and focus to ensure that we can extend our presence within the competitive river cruise market.

“Longer-term, we would like to grow our river cruise fleet and continue to bring the best of our ocean product to the river cruise market. We are already reaping the rewards of our unique Fred. Olsen experience on board *Brabant*, with a guest rating of 4 out of 5 and 2019 sailings more than 50% to target already. I look forward to continuing to promote this growing demand across all sales channels.”

Mike Evans, Head of Sales for Fred. Olsen Cruise Lines, said:

“I congratulate Keith on his new appointment, and look forward to working with him to put in place a dedicated team, to support awareness and sales, of our Fred. Olsen river product.

“This comes at an important time for our river cruise offer, which has steadily been gaining in popularity. There is an increasing appetite for Fred. Olsen’s friendly, more intimate style of river cruising, and Keith has the expertise and enthusiasm to be able take us to the next level.”

Fred. Olsen’s 156-guest river ship, *Brabant*, will be building upon the success of *its* first river cruise season with an expanded programme of 33 departures in 2019, from April to November, with durations between five and 25 nights. Once again, guests can discover the attractions of the Danube, Rhine, Main and Moselle rivers with Fred. Olsen’s warm, welcoming style of cruising, taking in charming cities, small towns and sumptuous landscapes.

Fred. Olsen’s river cruise itineraries on board *Brabant* for 2019 include: Düsseldorf, Germany to Amsterdam, The Netherlands; Düsseldorf to

Nuremberg, Germany; Nuremberg to Budapest, Hungary; Budapest to Hirsova (Bucharest), Romania; Düsseldorf to Basel, Switzerland; and Hirsova (Bucharest) to Düsseldorf. Guests can choose to enhance their experience of the destination with a tempting selection of high-quality chargeable shore excursions.

Fred. Olsen guests – who are predominantly British – will feel at home on board *Brabant*, with English spoken throughout and all transactions conducted in Pounds Sterling. British taste is also reflected in the cuisine, customer service, shore tours and ‘home from home’ comforts on offer.

110-metre-long *Brabant* boasts all the usual hallmarks of Fred. Olsen’s ‘closer’ approach to cruising. Stylish, classic and comfortable, *Brabant* has everything that guests will need to make their holiday a memorable one: from bright and spacious public areas, to well-equipped bedrooms and ample deck space, from which to enjoy the superb views. With just four decks and fewer than 80 rooms and suites, staffed by 40 crew members, *Brabant* has the smaller-scale ‘country house hotel’ feel that Fred. Olsen’s guests know and love.

**For further information on Fred. Olsen’s ‘European River Cruising’ programme aboard *Brabant*, visit the website at [www.fredolsencruises.com/river-cruises](http://www.fredolsencruises.com/river-cruises) Book online, call Reservations on 0800 0355 242 (Monday to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 4pm), or visit an ABTA travel agent.**

---

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)