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Fred. Olsen Cruise Lines' Boudicca starts cruise season from Liverpool's iconic Pier Head

Fred. Olsen Cruise Lines' 880-guest ship *Boudicca* will make its first turnaround call of the new cruise season from Liverpool's Pier Head Cruise Terminal on Sunday 21st April 2013.

Fred. Olsen is making a welcome return to this popular departure port in 2013 with 10 cruises, on a variety of exciting worldwide itineraries, in Spring and Summer – from a 12-night Canary Islands cruise in April 2013, to a four-night mini-cruise in August 2013.

Fred. Olsen has one of the highest numbers of cruise calls into Liverpool's Pier Head in 2013, and the cruise line is a long-standing supporter of the Merseyside region, having welcomed the decision to use Pier Head for turnaround cruise calls as a great opportunity for the City of Liverpool to boost its status as a major UK departure port.

Nathan Philpot, Sales and Marketing Director for Fred. Olsen Cruise Lines, said:

"We are delighted to be able to offer our guests the chance to cruise from the world-famous Pier Head in Liverpool in 2013, with its iconic vistas and vibrant atmosphere. We are now making it even easier for our guests to cruise with us from right on their doorstep, and we look forward to welcoming our loyal Merseyside customers aboard *Boudicca* this year."

Mayor of Liverpool, Joe Anderson, said: "We are delighted to see the return of the Fred. Olsen line to the Mersey. Passengers using their vessels will be given the warmest of welcomes in the city, and I am sure they will be impressed by the Liverpool waterfront. Our cruise liner terminal is rapidly becoming one of the city's key attractions and having a highly popular company such as Fred. Olsen using it adds a new dimension – we cannot wait

to welcome them back!”

Fred. Olsen will also be adding Harwich and Belfast to its list of convenient regional departure ports in 2013, and the recently-announced new ports of Tilbury and Avonmouth in 2014/15. Together, this means that Fred. Olsen will be able to offer guests a choice of ten different departure ports all around the UK, within only a two hours’ drive from 80% of the UK population, further enhancing the cruise line’s reputation as the UK’s ‘local’ cruise line with a choice of ‘global’ itineraries.

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

Contacts



Georgina May

Press Contact

Public Relations Executive

Public Relations

georgina.may@fredolsen.co.uk



Lauren Gardner

Press Contact

Public Relations Manager

Public Relations

lauren.gardner@fredolsen.co.uk

07546807099