



IF A FRED. OLSEN CRUISE ISN'T FOR YOU

**FRED'S
ENJOYMENT
PROMISE***

WE'LL REFUND YOUR CRUISE FARE*



*New guests only. Ask for details. Terms & Conditions apply.

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Fred. Olsen Cruise Lines celebrates New Year sales success!

Fred. Olsen Cruise Lines is celebrating a strong start to the New Year, after December 2013 and January 2014 saw the highest number of guest bookings since 2008. In December 2013, revenue was up 80% year-on-year against 2012 and on January 13th 2014, the cruise line had one of its biggest sale days ever.

The launch of Fred. Olsen's innovative ['Turn of Year' campaign](#) has been a major factor in this sales success, featuring four different cruise offers: 'Fred.'s Enjoyment Promise' - the biggest initiative of its kind ever to take place in the UK to encourage people to try cruising*; a new ['Solo Cruising'](#) brochure, with significant discounts to solo travellers on a selection of 38 exciting

itineraries in 2014/15*; a complimentary door-to-door transport service to guests booked on longer-duration cruises*; and the multi-buy sale, whereby the more cruises that guests book, the more they save*.

Fred. Olsen's 'Turn of Year' sales promotion, which is running until 28th February 2014, has also been supported by a multi-media marketing and PR campaign, incorporating TV advertisements that aired during popular ITV soap, 'Coronation Street'.

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

"We, along with other cruise and holiday operators, have all felt the pinch over the past year, but our new sales figures are showing great promise for a fantastic cruise season.

"I think that, after a time of austerity, people are regaining their trust in the economy, and at this wintry time of the year, want an exotic holiday to look forward to. We are also pleased to see a 58% increase in bookings through the travel trade and that 'Fred.'s Enjoyment Promise' has drawn in a younger audience for Fred. Olsen. We are clearly hitting the mark with a high-quality, competitively-priced product."

Fred. Olsen has also seen a 78.2% upturn in bookings for its five ['Northern Lights' cruises](#) since the BBC's aired its popular 'Stargazing LIVE' series, which has meant an 181% increase in bookings to see the spectacular 'Aurora Borealis' with Fred. Olsen, compared to January last year.

* *Terms and Conditions apply. See the website www.fredolsencruises.com for full details.

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