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## **Fred. Olsen Cruise Lines celebrates record sales success!**

Record demand for cruises in October, combined with last week's bumper sales – 70% higher than the same week last year – has seen Fred. Olsen Cruise Lines smash its annual target for 2017, with ten weeks still to go!

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

“It is truly rewarding that, despite quite a lot of uncertainty in the economy, demand for our smaller, friendlier style of cruising is stronger than ever.

“Guests tell us they love our innovative itineraries, personal service and

stylish ships, but actions speak louder than words: beating our sales targets to hit record revenues so early on is such a positive reflection on the hard work of every member of the Fred. Olsen team, on board and on shore, ensuring guests have memorable experiences whenever they travel with us.

“It’s very clear that guests value our brand and appreciate our excellent product, which leads them to book cruises with Fred. Olsen time after time.”

Top-sellers have been Fred. Olsen’s signature Norwegian fjords sailings for next year, along with *Balmoral*’s maiden ex-Edinburgh (Rosyth) cruise season in 2018. A number of more exotic itineraries have also been selling very well, including its epic ‘South America with Rio’ adventure.

Example Fred. Olsen best-sellers include:

- ***Black Watch*’s seven-night W1726 ‘City Lights & Overnights’ cruise, ex London Tilbury on 14<sup>th</sup> December 2017.** Prices start from £499 per person (for an Ocean View Room).

*Soak up the warm, festive atmosphere in three enchanting European cities at the most wonderful time of the year. Indulge yourself with sweet treats at traditional Christmas markets in Hamburg; admire the twinkling lights and decorations in Amsterdam; and buy last-minute gifts in Antwerp, a city famed for its sparkling diamonds and delicious chocolates.*

**For further information:** See [‘City Lights & Overnights’](#)

- ***Balmoral*’s 46-night L1803 ‘South America with Rio’ cruise (adult-only), ex Southampton on 23<sup>rd</sup> January 2018.** Prices start from £5,799 per person (for an Ocean View Room, with limited availability).

Join like-minded adult guests on the South American adventure of a lifetime and discover sun, sea, sand and Samba in an array of incredible destinations. From bustling Sao Paulo to culture-rich Buenos Aires, from sun-kissed Fortaleza to glamorous Punta del Este. Plus, with a three-night stay in Rio, there is plenty of time to see iconic landmarks and be part of world-famous and unforgettable Carnival.

**For further information:** See [‘South America with Rio’](#)

**-Boudicca's seven-night D1807 'Scenic Fjords & Waterfalls of Norway' cruise, ex Dover on 28<sup>th</sup> April 2018.** Prices start from £799 per person.

*Aboard classic 'Boudicca', take in the awe-inspiring scenery of breathtaking fjords, and enjoy calls into three stunning destinations. Get the chance to see astonishing natural wonders up close, such as the Briksdal Glacier from Olden; ride the iconic Flåmsbana Railway; take a scenic cruise of the size-restricted Nærøysfjord; and glide by the magnificent Langfoss Waterfall.*

**For further information:** See ['Scenic Fjords & Waterfalls of Norway'](#)

**- Balmoral's L1813 'Five-Night Fjords' cruise, ex Edinburgh (Rosyth) on 26<sup>th</sup> May 2018.** Prices start from £649 per person.

*Hours of unforgettable scenic sailing along spectacular fjords, with calls into two contrasting destinations, feature on this short, yet rewarding, getaway – an ideal 'taster' for those who are trying a cruise holiday for the very first time! Scotland's close proximity to Norway means that the stunning scenery and breathtaking natural wonders of Lysefjord, Hardangerfjord and Maurangerfjord can all be discovered in less than a week, as can the enchanting attractions of Bergen – home of the UNESCO-listed Bryggen Wharf – and the charming village of Eidfjord.*

**For further information:** See ['Five-Night Fjords'](#)

All prices shown are based on two adults sharing a twin-bedded Interior Room, unless otherwise stated, and include accommodation, all meals and entertainment on board, plus port taxes.

In 2018/19, Fred. Olsen's fleet of four smaller, more intimate ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – will be visiting over 200 destinations in 73 countries around the globe, plus 91 areas of scenic cruising.

**For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com) 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.**

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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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