



# ANCHOR FARES

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## **Fred. Olsen Cruise Lines introduces 'Anchor Fares' to simplify offer prices**

Fred. Olsen Cruise Lines is bringing its various special offers under a single banner, entitled 'Anchor Fares'. From 1<sup>st</sup> March 2013, 'Anchor Fares' will replace the existing 'Specialsaver' and 'Latesaver' fares, although fares currently in circulation in these two categories will remain until they expire.

The move is intended to make it easier for consumers and travel agents alike to identify Fred. Olsen's promotional 'best buys'. A special logo has been developed to assist in this respect.

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

“In a sometimes confusing market place, with a plethora of promotional cruise offers and prices, we hope that the introduction of ‘Anchor Fares’ will help our customers and trade partners by giving them a simplified pricing structure and an even clearer update on the latest Fred. Olsen cruise bargains available.”

As ‘Anchor Fares’ offer specially-reduced prices, certain Terms and Conditions apply:

- ✗ Full payment required at the time of booking
- ✗ 100% cancellation charges
- ✗ Non-transferrable to any other cruise
- ✗ No cabin number and/or cabin grade provided at the time of booking
- ✗ Not able to be combined with ‘Oceans Cruise Club’ discounts
- ✗ Dining sitting allocated at Fred. Olsen Cruise Lines’ discretion\*

\*Anchor Fare’ guests can choose to book a dining sitting (at the time of booking) for a supplement of £2.00 per person, per night.

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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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