Dec 02, 2015 09:33 GMT

Fred. Olsen Cruise Lines launches its new 'Turn of Year' sales campaign – 'Three Cruises for the Price of Two', 'Free Tips & Tipples' and 'Up to £100pp Cashback'

Award-winning Fred. Olsen Cruise Lines will be launching its new 'Turn of Year' sales campaign on 2nd December 2015, which incorporates three great-value offers to tempt guests: '**Three Cruises for the Price of Two', 'Free Tips & Tipples' and 'Up to £100 per Person Cashback'**. The new promotion is available until 2nd March 2016, and has been designed to target single cruise bookers, multiple cruise purchases and newcomer bookings.

From 2nd December 2015, Fred. Olsen guests can book three cruises at the same time, with the same lead name, and benefit from **'Three Cruises for the Price of Two'** on all 2016/17 itineraries, where the cheapest cruise will be free of charge (this offer excludes *Black Watch*'s W1610 'Arctic Explorer' cruise, and is not combinable with the 'Free Tips & Tipples' offer, but is combinable with the 'Up to £100 per Person Cashback' offer).

Fred. Olsen is also offering a **'Free Tips & Tipples'** upgrade, on cruises with durations of between five and 35 nights. This deal includes selected house wines, beers, spirits and soft drinks on board, and Fred. Olsen will also pay guests' gratuities (this offer excludes *Black Watch*'s W1610 'Arctic Explorer' cruise and 'Grand Voyage' sectors, and is not combinable with the 'Three Cruises for the Price of Two' offer, but is combinable with the 'Up to £100 per Person Cashback' offer).

In addition to these two sales initiatives, Fred. Olsen will also be offering **'Up to £100 per Person Cashback'** on 20 selected cruises in 2016, when booked before 31st January 2016. The cashback is given as an onboard account credit for use during the cruise, and is non-transferable. Any unused spending credit may be claimed as cash on board at the end of the cruise (this offer is combinable with both the 'Three Cruises for the Price of Two' and 'Free Tips & Tipples' offers).

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

"Research has shown that 53% of cruisers take more than one cruise holiday per year*. Therefore, with our great-value offer of 'Three Cruises for the Price of Two', our loyal guests can plan ahead for 2016/17 by booking all of their holidays, knowing that they are making excellent savings. Our 'Free Tips & Tipples' upgrade also gives guests complete peace of mind, safe in the knowledge that almost everything is covered in the price of their holiday.

"Our exciting cashback offer means that we will credit a guest's onboard account with up to £100 on 20 selected 2016 cruises, and they can choose to indulge in a spa treatment, a shore excursion or a little shopping in the onboard shops! However, if none of that appeals, the amount can also be claimed back as cash at the end of the cruise."

Fred. Olsen has also enhanced its industry-leading **'Enjoyment Promise'**.

Guests sailing on their first-ever cruise can now book their next holiday whilst on board the ship, for just a £1 per person deposit, which will be added to their onboard account. 'Fred.'s Enjoyment Promise' was launched in December 2013, and gives new guests the reassurance that, should they find that a cruise is not for them, Fred. Olsen will arrange and pay for their flight back to the UK, plus refund the cost of their cruise**.

In the 2016/17 cruise season, Fred. Olsen will set sail to over 200 destinations worldwide from ten convenient, regional departure ports – Dover, Southampton, Harwich, Tilbury, Falmouth (a new addition), Belfast, Liverpool, Greenock (Glasgow), Rosyth (Edinburgh) and Newcastle.

So, whether you want to cruise the Norwegian fjords, Baltic, Mediterranean, Canaries, along the rivers of Europe or the shores of the UK, or just fancy a quick mini-break, Fred. Olsen has just the right, great-value holiday for you!

Fred. Olsen is delighted to have won the 'Best for Itineraries' accolade in the 2015 Cruise Critic 'UK Editors' Picks Awards', in recognition of its commitment to 'bringing the world *closer* to you'.

Fred. Olsen is pleased to have been awarded the 'Gold Trusted Merchant' status by independent review site Feefo in 2015, for the second year in a row. This accreditation is based on genuine customer feedback and, to date, Fred. Olsen has received over 12,000 reviews, with 95% of these being in the 'Good' or 'Excellent' categories.

For further information on Fred. Olsen Cruise Lines, visit the website at 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.

*Source: *CLIA Review 2014*, published in March 2015.

**Guests must report their wish to terminate their cruise early to Guest Relations on board within 48 hours. See the website for full terms and conditions, at www.fredolsencruises.com.

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