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## Fred. Olsen Cruise Lines launches its New Year 'Cruise Sale' campaign

Fred. Olsen Cruise Lines is today [1<sup>st</sup> December 2016] launching its new multi-strand 'Cruise Sale', as part of its New Year promotional campaign. The new promotion incorporates two great-value offers to tempt guests: **'Free upgrade to the 'all-inclusive' drinks package'** and **'No single-supplements'** and is valid for bookings made until 1<sup>st</sup> March 2017.

Members of Fred. Olsen's *Oceans* loyalty club booking between 1<sup>st</sup> and 27<sup>th</sup> December 2016 can take advantage of an exclusive booking period for two additional offers as part of its new 'Cruise Sale' – **'Free on shore spending money'** and **'Free door-to-door transfers'** – after which time they will be available on general sale until 31<sup>st</sup> January 2017.

Neil Herbert, Head of Sales at Fred. Olsen Cruise Lines, said:

‘Our fantastic new ‘Cruise Sale’ has been designed to reward loyal Fred. Olsen guests, as well as targeting single-cruise bookers and removing any barriers for first-time cruisers.

“With the recent changes in the political landscape, holidaymakers have been exercising a certain amount of caution when booking foreign travel. To try to alleviate any concerns that they may have, our new ‘Cruise Sale’ focusses on ensuring that we continue to offer great value-for-money and that those all-important holiday ‘extras’ are covered, allowing guests to relax, safe in the knowledge that almost everything is included in their cruise price.

“In addition, we are aiming to appeal to the growing ‘solo traveller’ market; 40% of over 55s in the UK now describe themselves as single, and Fred. Olsen offers more rooms for solos than any other cruise line.”

In its New Year ‘Cruise Sale’, Fred. Olsen guests can book any 2017/18 cruise of five-nights’ duration or longer and benefit from a **‘Free upgrade to the ‘all-inclusive’ drinks package’\***, available until 1<sup>st</sup> March 2017.

Fred. Olsen is offering guests a **‘No single-supplements’** deal on a selection of 10 2017/18 cruise holidays\*\*, available until 1<sup>st</sup> March 2017. A solo traveller can book from a selection of twin room grades without having to pay any sole-occupancy charge. Destinations available include Norway, the Caribbean, Spain, the Baltic and South America.

In addition to these two sales initiatives, Fred. Olsen is also promoting **‘Free on shore spending money’** on 16 voyages in 2017, available until 31<sup>st</sup> January 2017, whereby guests can receive up to 125 Euros (or the equivalent value of currency relative to the cruise destination) once on board.

**‘Free door to-door’ transfers** (up to 250 UK-mainland miles) are also available to Fred. Olsen guests on three longer voyages in 2017\*\*\*, until 31<sup>st</sup> January 2017. These are *Boudicca’s* 26-night ‘Bermuda & the America’s Cup’ cruise, *Black Watch’s* 27-night ‘Exploring the Fjords of the Arctic’ adventure, and *Balmoral’s* 32-night ‘Caribbean Discovery’ cruise.

Fred. Olsen has also enhanced its industry-leading **‘Enjoyment Promise’**. This

ground-breaking offer, which was first released in December 2013, is now applicable to all guests with a new booking – not just to new customers. Once on board, if a guest finds that the cruise is not for them, they just need to contact Guest Services on board, within the first 48 hours, and Fred. Olsen will refund their cruise fare and pay to get them home.

\*This offer excludes 2017 'Grand Voyages' and sectors, is not combinable with the 'No-single supplements' offer, and can only be applied to cruises that will have sailed by 31<sup>st</sup> March 2018.

\*\*This offer is not combinable with the 'Free upgrade to the 'all-inclusive' drinks package'.

\*\*\*Guests can choose only one of these offers – – but both are combinable with the 'No single-supplements' and 'Free upgrade to the 'all-inclusive' drinks package' benefits.

**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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