



CRUISE CRITIC BEST ITINERARIES FRED. OLSEN CRUISE LINES

Dec 05, 2012 17:36 GMT

Fred. Olsen Cruise Lines scoops 'Best Value for Money' and 'Best for Itineraries' in the '2012 Cruise Critic UK Editors' Picks Awards'

Cruise experts at influential consumer website Cruise Critic have voted Fred. Olsen Cruise Lines 'Best Value for Money' and 'Best for Itineraries' in the fourth annual '2012 Cruise Critic UK Editors' Picks Awards'. The winners are selected by Cruise Critic's international team of editors, based on the lines and ships that they feel best represent excellence in each of the 18 designated categories. This year, thirteen cruise lines and two ports were honoured.

Commenting on Fred. Olsen's win in the 'Best Value for Money' category, Adam Coulter, Senior Editor of Cruise Critic UK and one of the Awards judges, said:

"First, Fred. Olsen launched the all-inclusive drinks offer on select sailings; then it followed up with a £5 per person per day drinks package on all sailings, and next it offered buy one cruise, get one free. Add to that duty-free priced drinks (if you don't opt for the package), and very keenly-priced fares."

On the awarding of the 'Best for Itineraries' title to Fred. Olsen, Adam added:

"The line makes a virtue of its traditional British atmosphere onboard, but there's nothing traditional about the sheer range and number of places it visits – the Amazon, the Arctic, Greenland, Iceland, Cuba, St Petersburg, Barbados, Round-Britain, West Africa, The Azores...The Fred. Olsen list is impressive, taking intrepid cruisers all over the globe, and always looking for new spots to visit."

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

"Fred. Olsen Cruise Lines is delighted to have received this valuable recognition from the Cruise Critic experts. We are committed to listening to our guests to ensure that they benefit from the very best cruise experience that we can possibly provide, taking them to the most exciting destinations on earth at a consistently competitive price!

"Our 2013/14 cruise programme is even better value for money, and we are proud to be offering such a diverse range of worldwide itineraries, with so many fascinating new ports of call; in fact, I think that this is the best and most varied programme we have ever featured. For instance, we are offering our longest-ever cruise in 2014, with a magical 114-night international odyssey, taking in South America, New Zealand, Australia, Singapore, India and the Middle East."

In 2013/14, Fred. Olsen will be visiting no fewer than 240 destinations in 78 countries, and the cruise programme features 12 maiden ports in countries worldwide, including Yangon, former capital of Burma (now Myanmar), Osaka and Hiroshima (Japan) and Nawiliwili, Hawaii.

These Cruise Critic awards follow a string of accolades bestowed on Fred. Olsen during 2011 and 2012:

- 'Best for Solo Cruisers' in the '2011 Cruise Critic UK Editors' Picks Awards'
- 'Best for Entertainment' for *Black Watch* in the '2012 Cruise Critic 'Cruisers' Choice UK Awards' (Small Ships Category)
- 'Best Affordable Cruise Line' in the '*Cruise International* Awards' in 2012, 'Best for Learning' in 2011 and 2012, and 'Cruise Line of the Year' and 'Best Live Performance' in 2011
- 'Cruise Company of the Year' in the 'Travel Agents Choice Awards 2012', and 'Cruise Company of the Year for Mainstream Cruise Holidays' in 2011
- 'Best Cruise Line for Groups' in the 'Group Leisure Awards' in 2010, 2011 and 2012
- 'Best Cruise Line Operator for Groups' in the 'Group Travel Awards' in 2011 and 2012

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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