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Fred. Olsen Cruise Lines sees bumper sales success

Fred. Olsen Cruise Lines saw its most successful Monday in the company's history on 19th November 2018, with sales for the day totalling nearly £1.6 million.

This sales success follows the early launch of two new itineraries for 2020/21, as well as promotion of a range of Scandinavian and Baltic 'closer' cruises and forthcoming Caribbean cruises.

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

“This is quite an achievement at any time, and all the more so in late November, when the market is generally subdued.

“We are very encouraged by the tremendous response that we have received to our two newly-launched itineraries from our 2020/21 cruise programme, which shows a clear desire from our guests to secure their place on our unusual and exciting itineraries.

“It’s also reassuring that nine out of 10 guests surveyed say we meet or exceed their expectations with regard to their destinations and the overall cruise experience. Our team continue to working hard to create innovative and immersive sailings which enable our guests to see the world in a very different, and very authentic, way.”

Fred. Olsen will be launching its full ocean cruise programme for 2020/21 in March 2019.

Fred. Olsen is proud to have been crowned ‘Best for Itineraries’ by *Cruise Critic* experts in the prestigious ‘UK Editors’ Picks Awards 2017’ – for a record three years in a row.

*Over 14,000 responses received so far in 2018, covering ca. 28,000 guests.

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

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

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