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Fred. Olsen Cruise Lines sees strong start to 2020 with trade boost as part of annual Cruise Sale campaign

Fred. Olsen Cruise Lines has seen a strong start to 2020, with trade sales as part of its annual Cruise Sale campaign up by more than 30% than the first two weeks of 2019.

Geoff Ridgeon, Head of Sales at Fred. Olsen Cruise Lines, said:

“January can be a challenging time, with so many Turn of Year offers making a lot of noise in the market, but these sales show the depth of trust in our

brand at Fred. Olsen. We love what we do and what we offer, and it is clear that this is mutual across the trade, too, when travel agents are interacting with their customers.

“With some reports of a slow start to 2020 within the industry in terms of sales, to see that our trade partners have helped us to buck this trend this week is an even greater success.

“The trade are key to what we do, and as a thank you we are offering all agents who make a booking as part of our Cruise Sale free shopping vouchers up to the value of £50. This incentive is running until 4th February, so there is still plenty of time to secure these for yourself!”

As part of Fred. Olsen Cruise Lines’ annual Cruise Sale, guests can enjoy free drinks and tips on over 120 cruises from April to December 2020, when booked by February 4th inclusive – with prices starting from just £599 per person. In addition, there are also a number of dedicated solo deals, with no single supplement on selected rooms and cruises in 2020.

Travel agents who make a booking as part of the Cruise Sale campaign will receive a £20 shopping voucher for every Interior Room booking, £30 for every Ocean View or Superior Ocean View Room, £40 for every Balcony Room and £50 for every Suite, for all bookings made by 4th February inclusive.

Among the top sellers in Fred. Olsen’s Cruise Sale in the past week include:

Braemar’s five-night M2008 ‘Tulips & Chocolates’ cruise, departing from Southampton on 9th April 2020.

Balmoral’s seven-night L2005 ‘Fjords, Mountains & Glaciers’ cruise, departing from Newcastle on 24th April 2020.

Black Watch’s 14-night W2012 ‘Canaries & Portugal with Funchal Flower Parade’ cruise, departing from Liverpool on 28th April 2020.

Boudicca’s nine-night D2014 ‘Closer Spain & Cruising the Seine’ cruise, departing from Dover on 11th June 2020.

Fred. Olsen is renowned for its innovative itineraries, and is proud to have been crowned 'Best for Itineraries' by Cruise Critic experts in the prestigious 'UK Editors' Picks Awards' – for a record five years in a row.

For further information on Fred. Olsen Cruise Lines and the Cruise Sale incentive, visit the company's dedicated Travel Agent Centre at <http://www.fredolsencruises.com/agent> or call the Trade Support Team on 01473 746164.

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

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