

May 17, 2017 09:00 BST

## Fred. Olsen Cruise Lines ventures into new 'European River Cruising' on 'Brabant' in 2018

Fred. Olsen Cruise Lines has today [Wednesday 17th May 2017] announced the launch of its new dedicated cruise programme by river boat, unveiled in its new 'European River Cruising by Fred. Olsen' brochure. Fred. Olsen River Cruises is now offering European river cruise holidays, between 5th April and 3rd November 2018, on board 156-guest river boat, *Brabant*, to go on general sale from 26th May 2017.

Fred. Olsen will be operating its new river cruise programme – taking in some of Europe's most beautiful rivers, including the Danube, Rhine, Main and Moselle – on a total of 30 departures in 2018, on durations ranging from five to 25 nights, complemented by a selection of high-quality chargeable shore excursions, designed to enhance guests' experience of the destination.

Fred. Olsen will be bringing its unique style of 'destination exploration' to the river cruise market, with exciting itineraries visiting some of Europe's most stunning rivers, canals and valleys. Guests can choose to sail the breath-taking Danube, taking in the major cities and wildlife-rich Danube Delta; savour the highlights of the heart of Europe, along the twists and turns of the Moselle, Rhine and Main valleys; or enjoy a 'taster' cruise to Amsterdam, when the tulips are in full bloom.

Importantly, Fred. Olsen has also incorporated a large amount of scenic cruising in daylight hours into its new river cruise itineraries, so that guests can make the most of the spectacular scenery on offer at the best time of the day.

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

“At Fred. Olsen, we specialise in creating a ‘home-from-home’ atmosphere on our ocean cruises, and we are proud to be bringing our many decades of expertise and rich sailing heritage to the river cruise market for the very first time. In fact, the name *Brabant* harks back to Fred. Olsen’s historic passenger ship of the same name from the 1920s.

“Guests can rest assured that the new Fred. Olsen river cruises will be underpinned by the usual high standards, award-winning customer service and understated elegance that they have come to expect of our ocean-going offer. We firmly believe that we have crafted the perfect formula to ensure that our new river cruise guests are able to get the most out of their holiday with Fred. Olsen.”

Fred. Olsen’s new river cruise itineraries on board *Brabant* for 2018 include: Düsseldorf, Germany to Amsterdam, The Netherlands; Düsseldorf to Nuremberg, Germany; Nuremberg to Budapest, Hungary; Budapest to Hirsova (Bucharest), Romania; Düsseldorf to Basel, Switzerland; and Hirsova (Bucharest) to Düsseldorf.

Built in 2006, 110-metre-long *Brabant* is a stylish and comfortable river cruise boat, and has everything that guests will need to make their holiday a memorable one: from bright and spacious public areas, to well-equipped bedrooms and ample deck space, from which to enjoy the superb views. With just four decks – Haydn Deck 1, Strauss Deck 2, Mozart Deck 3 and Sun Deck 4 – and fewer than 80 rooms and suites, staffed by 40 crew members, *Brabant* has the intimate and friendly feel that Fred. Olsen’s guests know and love.

*Brabant*’s classic design is smaller than many river boats, so guests will enjoy the usual hallmarks of Fred. Olsen’s ‘closer’ approach to cruising. In keeping with Fred. Olsen’s ocean-going fleet, this smaller-scaled vessel has the style, atmosphere and elegance of a country house hotel. Cherry wood interiors and contemporary colours combine to make guests feel relaxed from the moment that they step on board. Juliette balconies with panoramic windows are a feature of many of the rooms, so that guests can enjoy expansive views of Europe’s most impressive waterways.

Fred. Olsen guests – who are predominantly British – will also feel at home on board *Brabant*, with English spoken throughout and all transactions conducted in Pounds Sterling. The British taste will also be reflected in the

cuisine, customer service and shore tours on offer.

All holidays featured in the new 'River Cruising by Fred. Olsen' brochure are based on fly-cruises, and include return flights from / to a London airport and transfers to / from the boat. Cruise-only options are also available.

An example itinerary from the new 'European River Cruising by Fred. Olsen' brochure is as follows:

**Springtime Dutch Discovery** - 5-night fly-cruise via London, from Amsterdam to Düsseldorf, prices from £999 per person (fly-cruise package) / £749 (cruise-only, excluding flights / transfers), based on two adults sharing a Standard Room.

Selection of dates available: 5th April 2018 (R1801) to 15th April 2018 (R1803)

Ports of call: Amsterdam, The Netherlands – Cruising across IJsselmeer – Hoorn, The Netherlands – Kampen, The Netherlands – Cruising IJssel River – Deventer, The Netherlands – Cruising past Zutphen – Arnhem, The Netherlands – Cruising the Pannerden Canal & Fortress – Nijmegen, The Netherlands – Düsseldorf, Germany

*With so much variety in one short sailing, this is the perfect way to sample the river cruising experience. Starting in Amsterdam, you will be able to visit legendary Keukenhof Gardens and view the vibrant tulips in bloom.*

*Then, from gliding through Dutch countryside, to transiting the Pannerden Canal, there is a wealth of scenic delights to be discovered, from the elegant comfort of 'Brabant'. Dotted along the route are towns and cities steeped in seafaring history and authentic culture.*

As with its ocean cruises, peace of mind and relaxation start from the moment that guests choose a Fred. Olsen holiday! Fred. Olsen's new river cruise programme will be reinforced by its industry-leading Enjoyment Promise: if guests book at least 12 weeks in advance, on cruises of five nights or more, and find that the cruise is not for them within 24 hours of sailing, they just need to let Reception know on board and Fred. Olsen promises to arrange and pay for their flight back to the UK from the next port and repay

the cost of their cruise.

---

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

## Contacts



### **Georgina May**

Press Contact

PR Manager

[georgina.may@fredolsen.co.uk](mailto:georgina.may@fredolsen.co.uk)



### **Georgie Long**

Press Contact

PR Executive

[georgie.long@fredolsen.co.uk](mailto:georgie.long@fredolsen.co.uk)