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## Fred. Olsen is voted 'Best Ocean Cruise Line' in the '2016 Silver Travel Awards'

Fred. Olsen Cruise Lines was proud to be named '**Best Ocean Cruise Line**' in the prestigious '2016 Silver Travel Awards', held at the London Transport Museum on the evening of 22<sup>nd</sup> June 2016, presented by actress Amanda Redman MBE.

The 'Silver Travel Awards', now in their second year, are voted for by members of Silver Travel Advisor, and celebrate the very best travel providers and operators across the industry, who cater to the more mature consumer.

Fred. Olsen was named winner of the coveted 'Best Ocean Cruise Line' award

out of a shortlist of five, which also included Celebrity Cruises, Cunard, P&O Cruises and Cruise & Maritime Voyages – who were voted runner-up.

Rachael Jackson, Public Relations Manager for Fred. Olsen Cruise Lines, said:

"This is a great honour for us and we are thrilled to win this award! Fred. Olsen has been working with Silver Travel Advisor for a number of years now, and we know that many of their members enjoy cruising with us.

"We specialise in innovative, destination-led holidays, and we are committed to listening to the needs of our 50+ guests to understand what they would like to experience with us - from convenient regional departures 'on your doorstep', to shore excursions for all appetites and abilities, we make it easy to get the most out of a Fred. Olsen cruise!"

Debbie Marshall, Managing Director of Silver Travel Advisor, said:

"These awards are voted for by consumers and celebrate the companies that are best recognising the needs of the rapidly developing over 50s market. Holidays on the water are highly popular with mature travellers, and we're delighted to see Fred. Olsen winning the ocean cruise sector. Successful holidays, friends' recommendations and peer reviews on websites such as Silver Travel Advisor have helped the mature traveller cruise with companies they trust and can rely upon."

Silver Travel Advisor is an independent travel reviews, information and advice website, especially for mature travellers aged 50 and over.

View the highlights of the '2016 Silver Travel Awards' at

<http://www.silvertraveladvisor.com/blog/miscellaneous/silver-travel-awards-2016>

Photo caption: Fred. Olsen's Rachael Jackson (2nd left) receives the 'Best Ocean Cruise Line' award from actress Amanda Redman MBE (2nd right), Debbie Marshall, Managing Director of Silver Travel Advisor (far left), and Awards Sponsor, Simone Clark, Managing Director of Iglu Cruise, at the '2016 Silver Travel Awards' in London on 22nd June 2016.

For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com) To find out more about Silver Travel Advisor, go to [www.silvertraveladvisor.com](http://www.silvertraveladvisor.com)

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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)