



Photo credit: Silver Travel Advisor / Steve Dunlop.

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## Fred. Olsen is voted 'Best Ocean Cruise Line' in the '2017 Silver Travel Awards' – for the second year running!

Fred. Olsen Cruise Lines is proud to be voted '**Best Ocean Cruise Line**' – for the second year in a row – in the prestigious '2017 Silver Travel Awards', held at world-famous Madame Tussauds, London on the evening of 8<sup>th</sup> June 2017.

Hosted by singer, broadcaster and Classic FM presenter, Aled Jones, the 'Silver Travel Awards', now in their third year, are voted for entirely by the public, including members of Silver Travel Advisor, *Daily Mail* readers and

Classic FM listeners.

Fred. Olsen was named winner of the coveted 'Best Ocean Cruise Line' award out of a shortlist of six, which also included P&O Cruises, Cunard, Saga Cruises, Cruise & Maritime Voyages, and Celebrity Cruises – who were voted runner-up.

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

"What a tremendous honour, and we would like to thank all those who took the time to vote for us! We are once again delighted to win this important accolade, and it is always rewarding to learn just how many 'silver travellers' enjoy cruising with us.

"We have worked with Silver Travel Advisor for a number of years now, and we are committed to ensuring that we cater to the needs of over-50s guests on our innovative, destination-led cruise holidays. We take time to understand what they would like to experience with us – from convenient regional departures, to exciting and adventurous shore excursions for all appetites and abilities – and it is our aim to make it as easy as possible for our guests to get the most out of a Fred. Olsen cruise!"

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

"We're delighted to see Fred. Olsen win the coveted Best Ocean Cruise Line trophy for the second year running in the Silver Travel Awards. With a record 55,000 votes cast by members of the public in the Awards, this is a well-deserved result for a company that really understands today's silver traveller."

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

Fred. Olsen has also been crowned '**Best Cruise Line Operator for Groups**' by readers of *Group Travel Organiser* magazine in the very same week! Fred. Olsen was chosen as the category winner in the '2017 Group Travel Awards', for an unprecedented seventh consecutive year, at a glittering awards ceremony held in London on 2<sup>nd</sup> June 2017.

Photo caption: Fred. Olsen Cruise Lines' Rachael Jackson (far right) is

presented with the coveted 'Best Ocean Cruise Line' accolade by Awards host, singer, broadcaster and Classic FM presenter, Aled Jones (second from left), Debbie Marshall, Managing Director of Silver Travel Advisor, and Mark Palmer, Travel Editor of the *Daily Mail* – Headline Media Sponsor, at the '2017 Silver Travel Awards' at Madame Tussauds in London on 8<sup>th</sup> June 2017. (Photo credit: Silver Travel Advisor / Steve Dunlop).

**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.

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