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## **Fred. Olsen voted 'Best Ocean Cruise Line' for third year running at 'Silver Travel Awards 2018'**

Fred. Olsen has been named 'Best Ocean Cruise Line' in a prestigious awards ceremony – for the third year running.

The Suffolk-based firm won the accolade at the 'Silver Travel Awards 2018', hosted by Classic FM presenter John Suchet at the National Portrait Gallery in London on Monday night, in which more than 100,000 votes were cast by the public for a total of 21 categories.

Fred. Olsen was named winner of the coveted 'Best Ocean Cruise Line' award out of a shortlist of six, which also included Saga Cruises, Royal Caribbean Cruises, Princess Cruises, P&O Cruises and Cruise & Maritime Voyages.

Keith Norman, Affinity Sales Manager at Fred. Olsen Cruise Lines, said:

"It is a huge honour to be named Best Ocean Cruise Line for the third year running.

"It truly is a testament to all of the hard work that goes into making our cruises exceptional, from the staff on board, to those who organise our fantastic itineraries and destination experiences, to our loyal travel agents who continue to recommend our cruises to their customers.

"The Silver Travel Awards are hotly contested and are a hallmark in the travel industry calendar, and it is humbling to know that our 'silver travellers' enjoy holidaying with us more than ever."

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

Debbie Marshall, managing director of Silver Travel Advisor, said:

"These awards are a real test of how well travel companies across the travel spectrum are addressing the opportunities to attract, impress and create loyalty in the over 50s sector, a honeypot of people with the time, money and ambition to travel further and more frequently than ever before.

"The winners have shown how empathy with the older traveller and a great service culture can make all the difference with this discerning demographic.

"These people may be older, but they have lost none of their earlier sense of adventure, and in many cases, it's now that they are discovering just how far it can take them."

The accolade builds on a successful year for Fred. Olsen Cruise Lines, which also scooped the title of 'Best for Solo Travellers' at the 'Wave Awards 2018' earlier this year, beating off stiff competition from Crystal Cruises, Hebridean

Island Cruises, Uniworld Boutique River Cruise Collection and Voyages to Antiquity.

**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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