



'Plane Sailing' with Fred. Olsen

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It's all 'Plane Sailing' with Fred. Olsen Cruise Lines!

Fred. Olsen Cruise Lines has today launched 'Plane Sailing' – its biggest-ever trade competition, designed to give travel agents first-hand experience of one of its fantastic new fly-cruises.

'Plane Sailing' coincides with the launch of Fred. Olsen's first ever dedicated fly-cruise brochure, 'Fred. Olsen Fly-Cruises Worldwide 2017-19.'

Every day from Wednesday 5th April 2017 to Wednesday 3rd May 2017 inclusive, two lucky travel agents will get the chance to win a fantastic prize

– and no registration or booking form is needed.

To enter, all travel agents have to do is to make a booking on any cruise featured in the Fred. Olsen Fly-Cruises Worldwide 2017-19' brochure. Every booking that qualifies will instantly go into a daily draw.

Among the fabulous prizes on offer in the daily draw are:

- 8 x £100 Ticketmaster vouchers
- 4 x £150 Red Letter Day experience vouchers
- 8 x Apple watches
- 38 x £50 Compliments shopping vouchers (*redeemable in over 130 high stores in 20,000+ locations*)

Winners will be selected at random and announced daily throughout the competition period, via the Travel Agent Centre.

In addition to the daily draw is a weekly draw, where every seven days one lucky agent will win a cruise holiday of a lifetime – with four chances to win!

Winning agents can choose from a selection of fly-cruise itineraries*. The lucky winners will get: accommodation on board and return flights for 2 people PLUS on board spending credit of £250 per room! Fred. Olsen is also throwing in its ever popular all-inclusive drinks package.

In addition to 'Plane Sailing' for travel agents, Fred. Olsen has also reviewed its commission structure on its fly-cruise product.

For all new bookings made from 5th April 2017 onwards, Fred. Olsen will pay commission on the **fly-cruise price**, raising the commission paid by an average of £75 per person or more! (APD remains non-commissionable). For clarity, this amount will be shown separately on the confirmation invoice.

This commission change follows feedback from trade partners, and is a way of rewarding agents for promoting and selling Fred. Olsen's most extensive and ambitious fly-cruise programme ever.

Justin Stanton, Sales and Marketing Director said: "This move shows the

importance of the trade to Fred. Olsen with the new Fly-Cruise programme.

“We have listened carefully to the views of our key trade partners and ensured that agents who support the programme with ongoing sales and marketing initiatives are rewarded.”

Don't forget that all bookings made by Wednesday 3rd May will qualify for the Fred. Olsen launch offers**:

“Your tips covered on all 2018/19 sailings

OR

Three cruises for the price of two”

For further information on Fred. Olsen Cruises Lines, visit the website at www.fredolsencruises.com/travelagentcentre, call our 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.

Contacts



Georgina May

Press Contact

PR Manager

georgina.may@fredolsen.co.uk



Georgie Long

Press Contact

PR Executive

georgie.long@fredolsen.co.uk