

Wonder at the world

50

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Now is the time to explore and discover 'The World's Top 50 Experiences' with Fred. Olsen Cruise Lines

From April 2015, approximately 18 million people in the UK, aged over 55, will be given access to up to 25% of their pension – tax-free – for the first time; and every year, a further 320,000 people will become eligible. It is estimated that £6 billion will be spent within the first three months after April, with the number one discretionary spend predicted to be on holidays. In light of these new changes, Fred. Olsen Cruise Lines has carried out an independent survey, which has highlighted that nearly a fifth of the 1,000 respondents (of between 50 and 59 years of age) will be looking to spend a portion of their savings on a significant cruise holiday.

Fred. Olsen's survey also showed that 79% of respondents will be looking to spend up to £10,000 per person on a travel experience, with a further 15% prepared to spend up to £20,000 per person.

In addition, the independent research highlighted that Fred. Olsen was seen as one of the most trusted cruise brands to provide the very best destination experience.

To educate and inform guests as to the holiday options available to them, Fred. Olsen has launched a new brochure, entitled '[The World's Top 50 Experiences](#)' – all of which can be enjoyed on a Fred. Olsen cruise. From uncovering mysterious Machu Picchu, swimming with dolphins in crystal-clear waters, or partying at the Mardi Gras in New Orleans, Fred. Olsen has a 'once-in-a-lifetime' experience to tempt even the most seasoned traveller! These are the perfect way to celebrate a key milestone – whether it is a birthday, anniversary or even retirement; and, with the upcoming changes to how and when we can access our pension pots, it is even more accessible for guests to be able to enjoy these experiences now.

Nathan Philpot, Sales & Marketing Director at Fred. Olsen Cruise Lines, said:

"Fred. Olsen Cruise Lines' impressive list of 'The World's Top 50 Experiences' showcases how dedicated we are to offering our guests so much more than 'just a sun-tan'. From a two-week trip to see the stunning 'Northern Lights', a holiday across the Atlantic for a shopping spree in New York, or an epic safari adventure in Africa, we offer our guests the greatest variety of holidays and destination experiences.

"At Fred. Olsen, we are confident that we can offer our loyal guests and new-to-cruise customers a fantastic 'holiday of a lifetime'; however, we are also sure that our well-informed cruisers will think carefully about the value of money today and their future earnings, before taking a decision to change their spending behaviour."

In its study, Fred. Olsen asked which of the 'The World's Top 50 Experiences' respondents would most like to do. The 'Top 10' results are as follows:

1. Discover the beauty of the cascading Victoria Falls in Africa

2. Go in search of the 'Northern Lights' in Norway
3. Cruise the Mississippi aboard a traditional steamboat in the USA
4. Discover their grace and beauty, as you swim with dolphins in the Caribbean
5. Visit the ancient Land of the Pharaohs on a trip to the Valley of the Kings in Egypt
6. Travel through the clouds and the tree tops of the Esperanza forests for views of the lunar landscape of Mount Teide in Tenerife
7. Experience the sounds and speed of the Monaco Grand Prix in France
8. Enjoy panoramic views on a cable car ride to the top of South Africa's Table Mountain
9. Uncover the ancient wonder that is Machu Picchu in South America
10. Let loose and enjoy the fun of the Mardi Gras in New Orleans, USA

Fred. Olsen's new 2016/17 cruise season will see its fleet of four ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – taking in 253 destinations in 84 countries around the world, sailing from ten convenient, regional UK departures ports.

Fred. Olsen's new 2016/17 cruise programme went on sale on 5th March 2015 and led to record-breaking sales, including an amazing £2.1 million taken in revenue on Friday 6th March 2015. The 'Top-Sellers' for 2016/17 include a 'German Waterways' cruise, an adults-only 'Exploring the Fjords of Greenland' voyage, and a lively 'Central America & the Mardi Gras' adventure.

Fred. Olsen is delighted to be named a 'Gold Trusted Merchant' by independent review site Feefo in 2015, for the second year in a row. This accreditation is based on genuine customer feedback and, to date, Fred. Olsen has received over 10,500 reviews, with 95% of these being in the 'Good' or 'Excellent' categories.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 242 (Monday – Friday, 8am – 8pm; Saturday, 9am – 5pm; Sunday, 10am – 4pm), or visit an ABTA travel agent.

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

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