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Seven years' success! Fred. Olsen is crowned 'Best Cruise Line Operator for Groups' in the '2017 Group Travel Awards'

Fred. Olsen Cruise Lines has once again been crowned '**Best Cruise Line Operator for Groups**' by readers of *Group Travel Organiser* magazine, in its prestigious '2017 Group Travel Awards'. This is the seventh consecutive year that Fred. Olsen has won this coveted award, an unprecedented 'first' for *Group Travel Organiser*!

Fred. Olsen's Sophie Thomas, Sales Executive – Groups, and Hayley Walker,

Sales Assistant – Groups, were presented with this award by Dan Lobb, presenter and host for the special 21st award ceremony, and category sponsor Ellen Walker – Business Development Manager from Travel Editions, and Sarah Jeffrey, Partnership & Product Director of *Group Travel Organiser* Magazine (Landor Travel Publications Ltd.), at a glittering ceremony held at the Park Plaza Riverbank Hotel, London on 2nd June 2017.

Fred. Olsen beat off stiff competition from the other cruise lines nominated in the important ‘Best Cruise Line Operator for Groups’ category: P&O Cruises, Cruise & Maritime Voyages, Norwegian Cruise Line, Royal Caribbean, Saga and Thomson Cruises.

Ellie Fulcher, Sales Manager – Groups for Fred. Olsen Cruise Lines, said:

“We would like to thank everyone who took the time to vote for us, and every single vote is very much appreciated. We are just bowled over that we have now won this industry-leading accolade seven years in a row, and it is so rewarding that our efforts have been recognised in this significant way.

“Once again, we have had a fantastic year, and our portfolio of group travel organisers and their groups is growing and becoming more varied. We would like to pay tribute to our colleagues shoreside and the officers and crew across our fleet, who all work extremely hard to look after the group travel organisers and their groups when they are on board.

“This year, we are very excited to have expanded the range of itineraries that we are offering to include new fly-cruise holidays to exotic destinations like the Indian Ocean, South Africa, and Middle East. These new destination-led fly-cruises are appealing to a wider audience of group travel organisers looking for somewhere different, and are proving very popular, with multiple groups booked.”

Fred. Olsen is committed to offering groups the very best, tailor-made cruise experience on board its four smaller, more intimate ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch*. Fred. Olsen's bespoke groups service appeals to those travelling in a group, with family or friends, or with their local club or association, and Fred. Olsen can also offer an entire ship for an exclusive full-ship group.

In 2018/19, Fred. Olsen's fleet will be visiting no fewer than 228 destinations in 73 countries around the globe, covering 91 areas of scenic cruising, from the UK departure ports of Southampton, Dover, Liverpool, Newcastle and Edinburgh (Rosyth).

Photo caption:

Fred. Olsen Cruise Lines' Sophie Thomas, Sales Executive – Groups (centre), and Hayley Walker, Sales Assistant – Groups (second from right), were presented with the coveted 'Best Cruise Line Operator for Groups' award by presenter and host, Dan Lobb, category sponsor Ellen Walker – Business Development Manager from Travel Editions (second from left), and Sarah Jeffrey, Partnership & Product Director of *Group Travel Organiser* Magazine, at a glittering ceremony held at the Park Plaza Riverbank Hotel, London on 2nd June 2017.

To request a Group Information Pack, or for any group-related queries, the Group Sales Department are available from 9am to 5pm Monday to Friday, on 01473 746169, or e-mail group.sales@fredolsen.co.uk. For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com

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

Contacts



Georgina May

Press Contact

Acting PR Manager

Public Relations

georgina.may@fredolsen.co.uk