



Pictured - Fiona Archbold-Graham & Laura Broxton

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Fred. Olsen Cruise Lines scoops gold for putting guests at the heart of business transformation strategy

Fred. Olsen Cruise Lines has scooped gold at a prestigious awards scheme.

The cruise line won the accolade for Best Business Transformation Strategy and was runner up for Best Customer Centric Strategy at the Engage Awards 2023 recognising innovation and excellence across the entire spectrum of customer and employee engagement.

Judges were impressed with the company's strategy for 2022/23 and beyond, creating a distinct guest profile that embraces everything it stands for – the Enthusiast - who loves smaller ships, native wildlife, enriching experiences, art and literature, attentive and personal service and a sense of occasion.

And they were drawn to highlights of a campaign to develop experiences around them – which translated into record sales for 2023 and an astounding 88% growth in new guests compared to the same period in 2019.

Clare Ward, Director of Product and Customer Service at Fred. Olsen Cruise Lines, said:

“We have invested significant time and energy into understanding our target market so we could make much better, more informed recommendations to those looking for a cruise.

“Our work has helped us create initiatives to better engage our audience, celebrating the differences we offer as a cruise line that puts these specific customers front and centre.

“This has included expanding the itineraries on board and off shore to create bespoke experiences and taking guests away from the typical tourist trails to immerse themselves in the culture, art, history, literature, nature and wildlife of the destinations.

“We are over the moon to have not just been recognised for this work.

“It is testament to all the hard work that goes into making our cruises special and unique for our guests and the genuine care and positivity that comes from everyone within the Fred. Olsen Cruise Lines team.”

The winners of the Engage Awards 2023 were announced at a glitzy ceremony at The Brewery in London on 28th November.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 242 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your ABTA travel agent.

Contacts



Georgina May

Press Contact

PR Manager

georgina.may@fredolsen.co.uk



Georgie Long

Press Contact

PR Executive

georgie.long@fredolsen.co.uk