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## **Cardiff travel agent named as winner of brand new Fiat 500 as part of 'Big Fred. Olsen Giveaway'**

Fred. Olsen Cruise Lines made one lucky travel agent's Christmas this week by gifting them a brand new Fiat 500 as part of the company's first ever 'Big Fred. Olsen Giveaway'.

Travel agent Phil Jones, of Cardiff-based Cartwright Travel and Passion for Cruises, was announced as the winner by Fred. Olsen Cruise Lines this week.

More than 4,000 entries were made in the 'Big Fred. Olsen Giveaway'

incentive, with Phil's entry picked at random by Head of Sales Mike Evans.

Speaking on the win, Phil said:

“When I got the call you could have knocked me down with a feather! When you enter a competition you think ‘it’s never going to be me’.

“I sell Fred. Olsen cruises often, I’ve been on board a Fred. Olsen ship, and I think it’s a lovely brand. This is the icing on the cake.

“This was so out of the blue, a complete shock, but I’m so pleased!”

The Big Fred. Olsen Giveaway, launched at Fred. Olsen’s inaugural Closer Trade Conference in May, gave UK travel agents the chance to win a car in time for Christmas simply by making a Fred. Olsen cruise booking. All agents had to do was register every booking they made for the cruise line between 1<sup>st</sup> June and 14<sup>th</sup> December – with each booking counting as a new entry into the draw.

In addition, the company has also given away a Fred. Olsen cruise for two every month since June as part of the incentive, with the final winner to be announced in January.

*Mike Evans making the call to Phil*

Mike Evans, Head of Sales at Fred. Olsen Cruise Lines, said:

“We have two main aims at Fred. Olsen: to create memories that last a lifetime, and to ‘bring the world closer’ to our guests, neither of which would be possible without the support of our loyal travel agents, who continue to sell our cruises to their customers time and time again.

“It was a pleasure to deliver the good news to Phil, who was thrilled to have won our top prize in our ‘Big Fred. Olsen Giveaway’.

“From all of us here at Fred. Olsen, a huge congratulations to Phil and the many travel agents who won a cruise with us this year. We wish you all a very Merry Christmas!”

This trade incentive was one of many launched by Fred. Olsen this year. The cruise line also awarded lucky travel agent Susan Forsdike of The Holiday Village a cruise for two aboard the newest addition to its fleet, its river boat *Brabant*, simply by completing all five modules on its new online River Cruise Training Programme, launched earlier this year in conjunction with Online Travel Training.

In addition, all travel agents who complete the river and ocean training programmes on Fred. Olsen's dedicated Travel Agent Centre will receive £20 compliments shopping vouchers.

Travel agents wishing to watch the video in which Phil was announced as the winner can do so at [www.fredolsencruises.com/travel-agent-centre](http://www.fredolsencruises.com/travel-agent-centre)

To take part in the online training, visit [FOCL Online Travel Training](#)

**For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com/agent](http://www.fredolsencruises.com/agent) or call the Trade Support Team on 01473 746164.**

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

## Contacts



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