

Nov 16, 2011 13:37 GMT

'Cruise Company of the Year for Mainstream Cruise Holidays' in the Travel Agents' Choice Awards

The multi-award winning Fred. Olsen Cruise Lines <http://www.fredolsencruises.com/> has received another accolade from the travel trade, having been voted 'Cruise Company of the Year for Mainstream Cruise Holidays' in the Travel Agents' Choice Awards. The other nominees in this category were P&O, Norwegian Cruise Lines, Royal Caribbean and Thomson.

These are the only travel industry awards entirely nominated and voted for by UK travel retailers, and are designed to acknowledge star performers in the travel industry.

The awards are sponsored jointly by *Selling Long Haul*, *Selling Short Breaks* and *Selling Cruising* magazines, and online training provider, *Travel Uni*. Nathan Philpot, the new Sales & Marketing Director for Fred. Olsen Cruise Lines said: 'This is a great honour, and we are especially delighted to win this award from our travel trade partners, whose support is such an integral part of our business. We would like to thank everyone who voted for us.'

The award follows several other accolades for the cruise line this year; it was voted 'Cruise Line of the Year' by readers of *Cruise International* magazine, and also won their award for 'Best Educational Cruise' for the *Vistas* enrichment programme, and 'Best Live Performance' for the 'Operababes', who appeared as part of its 'Music & Laughter' onboard entertainment programme. Fred. Olsen Cruise Lines has also carried off two trophies for its group cruises, having been voted 'Best Cruise Line for Groups' by both *Group Leisure* and *Group Travel Organiser* magazines.

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

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