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Don't let it be a 'Blue January' with Fred. Olsen Cruise Lines' great-value 'Turn of Year' sales campaign

Award-winning Fred. Olsen Cruise Lines is showcasing its exciting 'Turn of Year' sales campaign with a range of multi-media promotions, including a series of 30-second and 10-second advertisements being shown on 13 digital TV channels: ITV3, ITV1 Tyne Tees, Gold, Drama, Channel 5, Crime & Investigation, Discovery, History, Pick, True Entertainment, True Movies, True Drama, Community Channel, the last of which will appear on 19th February 2017.

Fred. Olsen's 'Turn of Year' campaign also features national press promotions, regional advertising and door-drops in and around the regional ports from which it sails.

As part of its 'Turn of Year' campaign, Fred. Olsen is offering guests four great-value deals on its 2017/18 cruise itineraries, which are sure to banish those 'January blues'!

Holidaymakers can take advantage of Fred. Olsen's '**Free upgrade to the 'all-inclusive' drinks package**'*, valid for bookings made until 1st March 2017.

Fred. Olsen is also offering guests a '**No single-supplements**' deal on a selection of 10 2017/18 cruise holidays**, available until 1st March 2017. A solo traveller can book from a selection of twin room grades without having to pay any sole-occupancy charge. Destinations available include Norway, the Caribbean, Spain, the Baltic and South America.

In addition to these two sales initiatives, Fred. Olsen is also promoting '**Free on shore spending money**' on 16 voyages in 2017, available until 31st January 2017, whereby guests can receive up to 125 Euros (or the equivalent value of currency relative to the cruise destination) once on board.

'**Free door to-door**' transfers (up to 250 UK-mainland miles) are also available to Fred. Olsen guests on three longer voyages in 2017***, until 31st January 2017. These are *Boudicca's* 26-night 'Bermuda & the America's Cup' cruise, *Black Watch's* 27-night 'Exploring the Fjords of the Arctic' adventure, and *Balmoral's* 32-night 'Caribbean Discovery' cruise.

Fred. Olsen has also enhanced its industry-leading '**Enjoyment Promise**'. This ground-breaking offer, which was first released in December 2013, is now applicable to all guests with a new booking – not just to new customers. Once on board, if a guest finds that the cruise is not for them, they just need to contact Guest Services on board, within the first 48 hours, and Fred. Olsen will refund their cruise fare and pay to get them home.

Fred. Olsen's 'Turn of Year' sales campaign includes the following cruises:

- Braemar's nine-night M1707 'French Rivers' cruise, ex Dover on 1st April 2017. Prices start from £999 per person.

Ports of call: Dover – Rouen (overnight stay) – La Rochelle (from La Pallice) – Bordeaux (overnight stay) – Lorient – Dover

For further information: See <http://www.fredolsencruises.com/places-we-visit/cruise-holiday/french-river-cruising-m1707?referrer=7&isback=1>

- **Balmoral's seven-night L1707 'Norwegian Fjords' cruise, ex Dover on 30th April 2017.** Prices start from £799 per person.

Ports of call: Dover – Bergen – Olden, Nordfjord – Flåm, Aurlandsfjord – Dover

For further information: See <http://www.fredolsencruises.com/places-we-visit/cruise-holiday/fjords-mountains-and-glaciers-l1707?referrer=7&isback=1>

- **Black Watch's 16-night W1705 'Sun, Sea & Monaco Grand Prix' cruise, ex Southampton on 19th May 2017 (adult-only).** Prices start from £1,999 per person (with limited availability).

Ports of call: Southampton – Malaga, Spain – Cartagena, Spain – Cannes, France – Nice, France (overnight stay) – Barcelona, Spain – Gibraltar – Southampton

For further information: See <http://www.fredolsencruises.com/places-we-visit/cruise-holiday/sun-sea-and-monaco-grand-prix-w1705?referrer=7&isback=1>

All prices shown are based on two adults sharing a twin-bedded, Interior Room, and include accommodation, all meals and entertainment on board, and port taxes.

Fred. Olsen has been celebrating another bumper start to the New Year, reporting impressive sales volumes and generating more than £1 million of cruise revenue in a single day, on Monday 9th January 2017, for the second January in a row! Fred. Olsen has revealed that almost half of all its 2017

cruise places have been sold, which is up by over 5%, compared to the same period in 2016.

*This offer excludes 2017 'Grand Voyages' and sectors, is not combinable with the 'No-single supplements' offer, and can only be applied to cruises that will have sailed by 31st March 2018.

**This offer is not combinable with the 'Free upgrade to the 'all-inclusive' drinks package'.

***Guests can choose only one of these offers – – but both are combinable with the 'No single-supplements' and 'Free upgrade to the 'all-inclusive' drinks package' benefits.

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, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 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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