

Sep 23, 2010 15:42 BST

Fred. Olsen Crowned 'Best Cruise Line For Groups' at Group Leisure Awards

Fred. Olsen Cruise Lines was delighted to be crowned the most group-friendly cruise line at this year's Group Leisure Awards, held in Birmingham last night (22nd September 2010), in front of over 350 members of the UK and international travel trade.

Across 21 categories, music, film and television star, Martin Kemp helped hand over the prestigious accolades, all voted for by readers of Group Leisure magazine and groupleisure.com.

Jeremy Hatton, Fred. Olsen's Sales Services Manager, said: "We are thrilled to receive this coveted award. At Fred. Olsen Cruise Lines, we are proud of the personalised service that we are able to offer to groups, and our smaller ships mean that our staff soon get to know our guests by their names and not just their cabin numbers.

"Our group sales have gone from strength to strength, as more and more Group Travel Organisers discover the advantages and value for money offered by a Fred. Olsen cruise. Each of our group bookings is tailor-made to suit the people concerned, and we can offer ship visits while our ships are in UK ports, so organisers can see for themselves what we have to offer."

Rob Yandell, Managing Editor and Publisher of Group Leisure magazine, said: "It's been wonderful to recognise and honour the achievements of so many involved in the group travel trade, on what has been another fantastic night. I'd like to thank the readers for casting their nominations and votes, and all of our winners and finalists should feel incredibly proud of their valued contribution to this important and ever-growing segment of the travel and leisure market."

Fred. Olsen's experienced group travel support network in the UK is designed

for groups of 15 or more, and is dedicated to ensuring that passengers travelling together get the most out of their experience on board. Group Travel Organisers can discuss their specific requirements with friendly, knowledgeable staff, who will provide expert advice on the ships and cruises that are most suitable. They can also assist with promotional events and materials, including flyers, DVDs, groups brochures etc., to raise awareness of the group departure.

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

Contacts



Ellis Orchard

Press Contact

Public Relations Manager

Public Relations

ellis.orchard@fredolsen.co.uk

07557672265



Georgina May

Press Contact

Public Relations Executive

Public Relations

georgina.may@fredolsen.co.uk



Lauren Gardner

Press Contact

Public Relations Manager

Public Relations

lauren.gardner@fredolsen.co.uk

07546807099