



May 30, 2014 12:11 BST

Fred. Olsen Cruise Lines and Saga Holidays sign up to new partnership

Fred. Olsen Cruise Lines has announced that it has signed a significant new partnership agreement with Saga Holidays, to promote and sell its cruises. Saga will have allocations on a range of 2014/15 Fred. Olsen cruises across its fleet of four ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – focusing on products that do not compete directly with Saga cruises, from a number of regional ports around the UK.

Saga will provide Fred. Olsen with an important sales distribution channel for early-to-mid-term business, thereby helping to reduce the volume of last-

minute bookings, which can have a negative impact on yields.

Fred. Olsen and Saga previously enjoyed many years as trading partners, and Fred. Olsen is looking forward to working with Saga again.

Nathan Philpot, Sales and Marketing Director for Fred. Olsen Cruise Lines, said:

“This new agreement between Fred. Olsen Cruise Lines and Saga Holidays will help to improve our yields significantly, and our financial position overall. Both companies are keen for the venture to be successful; with Saga concentrating on selling regional departures early, we will be able to maintain sensible prices and maximise yields, which will benefit Saga, Fred. Olsen and our travel trade partners alike.

“Saga will be marketing Fred. Olsen’s cruises to its extensive database, which already recognises the value of buying travel and holidays through Saga; with this new agreement, Saga customers can now take advantage of Fred. Olsen’s competitively-priced cruise holidays, backed up by the expertise of our two trusted brands, from their convenient local port.”

Robin Shaw, Chief Executive of Saga Cruises, commented:

“This is an exciting time for Saga cruising and this venture allows us to reach out to more people. We will now be able to offer even greater choice to today’s over-50s. Customers will get all the added extras that those who book with Saga directly enjoy – and the security that we will offer a great experience at excellent value.”

Fred. Olsen is proud to be the only UK travel company to receive a coveted ‘Gold Award’ from leading consumer review website Feefo, having achieved a 95% service rating of ‘Excellent’ or ‘Good’ in over 5,600 genuine, independent guest reviews in 2013.

Fred. Olsen was also delighted to be voted ‘Best Affordable Cruise Line’ and runner-up ‘Best Cruise Line’ in the ‘*Cruise International Awards 2013*’, and ‘Best Value for Money’ in the Cruise Critic ‘Editors’ Picks UK Awards 2013’.

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

Contacts



Georgina May

Press Contact

Acting PR Manager

Public Relations

georgina.may@fredolsen.co.uk