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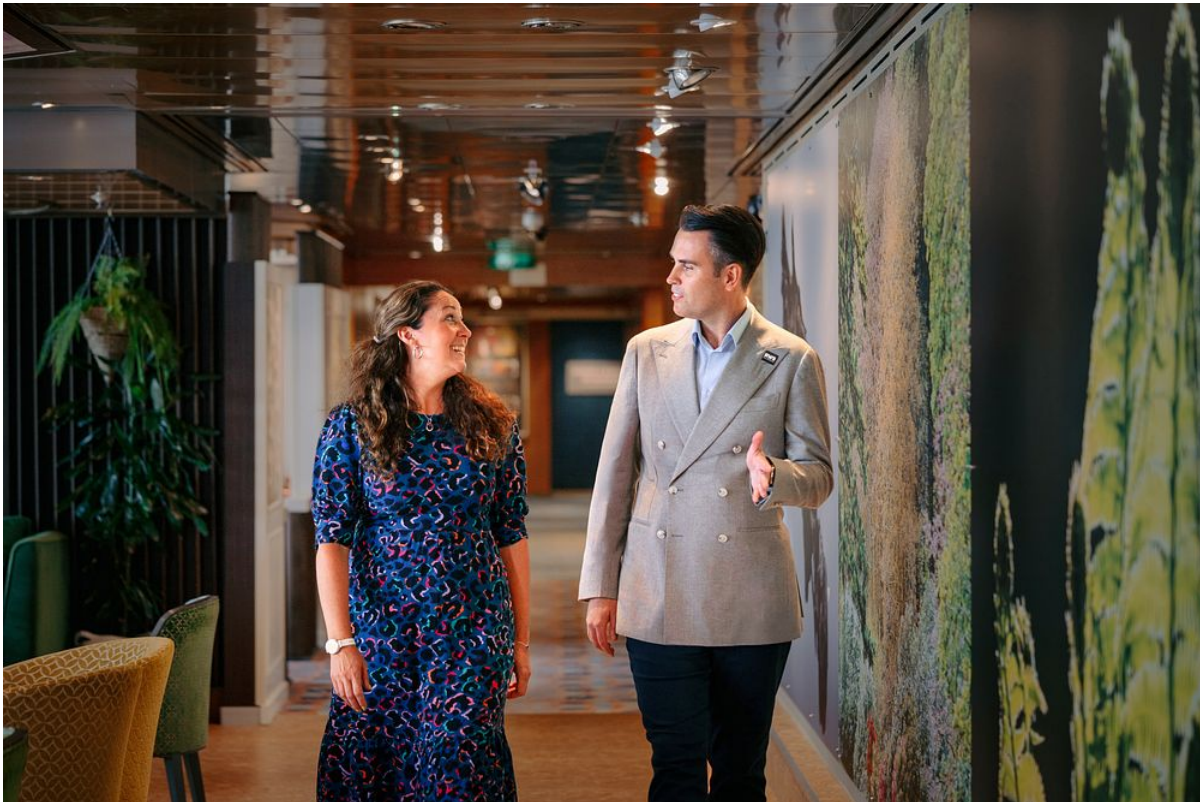
Fred. Olsen Cruise Lines Announces New Entertainment Partnership With RWS Global

Fred. Olsen Cruise Lines has today unveiled exciting plans to further elevate its onboard entertainment offering through a new partnership with global entertainment leaders, RWS Global.

By actively listening to guests' verbal and written feedback, Fred. Olsen is evolving its entertainment programme to better reflect what guests want and expect. This partnership is a direct result of that commitment to putting guests first and ensuring their voices shape the onboard experience.

From February 2026, guests sailing aboard Fred. Olsen's three smaller-sized ocean ships – *Bolette*, *Borealis* and *Balmoral* – will be among the first to experience a refreshed and dynamic daytime entertainment programme. Whilst from September 2026, the full programme will be live across the fleet, blending brand-new theatre productions with a wide variety of live experiences.

The new programme will feature an eclectic mix of production shows spanning musical theatre, Latin, rock, pop, disco, country and more, alongside an engaging line-up of themed events, game shows, light entertainment and food & beverage experiences. All are designed to bring fresh, memorable moments to life at sea, while retaining the warmth, intimacy and charm that Fred. Olsen Cruise Lines is celebrated for.



Samantha Stimpson, CEO of Fred. Olsen Cruise Lines and Ryan Stana, Chairman & CEO of RWS Global

Samantha Stimpson, CEO of Fred. Olsen Cruise Lines, said:

“We’re proud to be a business where our guests come first. This exciting investment and step forward for our onboard entertainment has come as a direct result of listening to our guests and understanding what they value

most: more choice and more moments to enjoy. Cruising, for us, has always been about the joy of the journey, and we're continually evolving to make that experience even more fulfilling.

"This partnership represents a step forward in our entertainment offerings – bringing fresh, engaging and varied experiences to life onboard, while staying true to the timeless pleasures of cruising that our guests know and love, and that make us uniquely Fred."

Ryan Stana, Chairman & CEO of RWS Global, added:

"Fred. Olsen has always been a proud family-founded company, and I deeply respect that. This partnership is about honouring tradition while elevating what's possible – ushering in a new era of onboard entertainment and guest experiences. By leveraging RWS Global's worldwide resources, we will deliver more memorable moments and greater value for Fred. Olsen Cruise Lines' guests around the world."

As full-service entertainment partner, RWS Global will oversee entertainment operations, helping to enhance the guest experience and support the cruise line's vision for growth. The partnership will drive improved consistency, strengthen adaptability and support Fred. Olsen's brand evolution by producing and delivering premium guest experiences fleetwide.

RWS Global is a world leader in live entertainment and experiences, delivering end-to-end services that span creative concept development, design, technical production, casting, merchandise, décor, and full operational management for immersive environments. As a leading provider of high-quality entertainment, the company is also dedicated to nurturing talent at every stage.

For more information on Fred. Olsen Cruise Lines, visit www.fredolsencruises.com, call Reservations on 0800 0355 215 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your ABTA travel agent.



About RWS Global

RWS Global is the world leader in groundbreaking live moments across entertainment and sports, creating customized guest experiences spanning theatrical productions, live events, immersive destinations, multimedia, consumer products and more.

RWS Global is headquartered in New York, London, Cincinnati, Shanghai, Orlando, Riyadh and Sydney with dedicated RWS Studios in NYC and the UK to serve its vast talent pipeline and client base. With a focus on entertainment and sports experiences, RWS Global serves major brands and corporations, theatres, cruise lines, sports properties, live venues, parks, resorts and more. Offering end-to-end services from ideation to operations, RWS Global's team of world-class designers, creators, producers and visionary talent provide unrivaled scale, producing over one million live moments every day and employing over 8,000 individuals and performers worldwide.

The RWS Global roster of clients includes Apple, Azamara, The Coca-Cola Company, Commonwealth Games, Crayola, Europa-Park Resort, Ferrari World Abu Dhabi, The FRIENDS™ Experience by Original X Productions, Hard Rock Resorts, Hershey Entertainment & Resorts, Holland America Line, Iberostar Hotels & Resorts, International Cricket Council, Invictus Games, Lionsgate, MSC Cruises, Roompot, Rugby World Cup, Six Flags, Space Center Houston, TUI Group, Vera Wang, Warner Bros., Disney's The Lion King on Broadway, Chicago the Musical, Christmas Spectacular Starring the Radio City Rockettes and more.

See www.rwsglobal.com for more information.

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