



Dec 09, 2015 09:45 GMT

## Fred. Olsen Cruise Lines appoints Pisa Brothers Travel as new U.S. Reseller

Fred. Olsen Cruise Lines has appointed a new Reseller for the North American market – Manhattan-based **Pisa Brothers Travel** – for both trade and consumer sales.

Pisa Brothers Travel – a Worldview Travel company and Virtuoso member agency – was founded in 1924, and is based in Manhattan, New York. This industry-leading travel agency has a long-established reputation for tailor-making travel itineraries that its customers cannot find online, nor plan themselves, specialising in world-class customer service and worldwide

experiences.

Mary Kleen, General Manager of Pisa Brothers Travel, said:

“We are delighted to have the opportunity and privilege to serve as the North American sales representative for Fred. Olsen Cruise Lines. At Pisa Brothers, we pride ourselves on being able to provide the very best destination and product knowledge to our customers, creating unrivalled, immersive cultural experiences all over the world.

“Our clients value the personal service that we can give them, as a close-knit and very knowledgeable team of experts, and we know that there is considerable scope to be able to showcase the quintessentially British Fred. Olsen brand to a whole new American market.”

Kate Wooldridge, Sales Manager – UK Tour Operators & International Sales for Fred. Olsen Cruise Lines, said:

“Fred. Olsen Cruise Lines is excited to partner with Pisa Brothers Travel, as this exceptional travel agent has a great understanding of our brand, and offers the potential for us to introduce the U.S. market to a more niche, British cruise experience – whether they are seasoned cruisers, ‘new to Fred.’ or total cruise newcomers.”

Worldview Travel – founded in 1974 by Ricci Zukerman, and five-times recipient of *Condé Nast Traveller’s* ‘Travel Specialist Award’ – is one of the leading Virtuoso agencies, with offices in California, Florida, New York, Oregon, Toronto and Bermuda. Worldview owns the respected Pisa Brothers NYC brand, Gayle Gillies Travel and NEXT Vacations.

Worldview Travel comprises leisure, corporate and specialty travel divisions. Worldview’s buying power ensures preferred pricing, exclusive benefits, and generous amenities when planning travel by air, across the sea, or on land.

Virtuoso is the travel industry’s leading luxury network, consisting of both travel advisors and travel partners.

In 2016/17, Fred. Olsen’s fleet of four smaller, more intimate ships, *Balmoral*, *Braemar*, *Boudicca* and *Black Watch*, will be visiting no fewer than 253

destinations in 84 countries around the globe – more than ever before! Fred. Olsen will be setting sail from a total of ten UK departure ports in its 2016/17 cruise season: Southampton, Dover, Harwich, Tilbury, Falmouth (a new addition), Liverpool, Newcastle, Rosyth (for Edinburgh), Greenock (for Glasgow) and Belfast.

Photo caption: Pictured, Kate Wooldridge, Sales Manager – UK Tour Operators & International Sales for Fred. Olsen Cruise Lines (right), with Mary Kleen, General Manager of Pisa Brothers Travel.

**For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com) To learn more about Pisa Brothers Travel, go to [www.pisabrothers.com](http://www.pisabrothers.com)**

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

## Contacts



### **Georgina May**

Press Contact

PR Manager

[georgina.may@fredolsen.co.uk](mailto:georgina.may@fredolsen.co.uk)



### **Georgie Long**

Press Contact

PR Executive

[georgie.long@fredolsen.co.uk](mailto:georgie.long@fredolsen.co.uk)