

Oct 18, 2011 13:30 BST

Fred. Olsen Cruise Lines Awarded Atlantic Alliance 'Triple A'

During the Seatrade Europe 2011 Convention in Hamburg, Fred. Olsen Cruise Lines was honoured by the Atlantic Alliance, with its prestigious 'Triple A' Award. The cruise line was recognised for being the most frequent visitor to the Atlantic Alliance's member ports in 2011, visiting ten of the 17 ports which make up the Alliance during the 2011/12 cruise season.

The 'Triple A' Award was presented by Nadine Palatz, Manager of the Atlantic Alliance, to Nigel Lingard, Sales and Marketing Director of Fred. Olsen Cruise Lines, who said:

'The Atlantic Alliance region covers the seven greatest European countries. From a short trip to a 14-day cruise, everything is possible, and Fred. Olsen Cruise Lines is delighted to continue to work with the Alliance to develop cruise opportunities within this important and diverse region.

At Fred. Olsen, we constantly seek out new and interesting destinations for our guests, and we are committed to offering a comprehensive choice of varied itineraries worldwide. We are pleased to confirm that Fred. Olsen's visits to the Atlantic Alliance member ports will increase once again in 2012, with calls scheduled into 12 member ports.'

The Atlantic Alliance, founded in 2008, promotes prime cruise destinations along the Atlantic west coast, from Hamburg to Lisbon, to highlight attractive cruise destinations outside the popular Mediterranean and Baltic regions.

The Alliance is made up of 17 member ports, and in 2010 they enjoyed a record year, attracting 1.8 million cruise visitors, an increase of 14.6 per cent on the previous year. More than 50 cruise lines have cruised through the region during this time.

Nadine Palatz, Manager of the Atlantic Alliance, said:

‘It is time to honour Fred. Olsen Cruise Lines, who put their trust in the Atlantic Alliance, and believe that it is a prime example of a successful maritime marketing co-operation, in a region which was "neglected" in the past.’

This significant Atlantic Alliance accolade follows Fred. Olsen being named ‘Cruise Line of the Year’ in the recent ‘Cruise International Awards 2011’, voted for by readers of Cruise International magazine and the cruise line’s loyal guests.

For more information on Fred. Olsen Cruise Lines, visit <http://www.fredolsencruises.com/> To find out more about the Atlantic Alliance, visit <http://www.atlanticalliance.eu/>

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

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