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Fred. Olsen Cruise Lines' Cruise Sale 2017

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Fred. Olsen Cruise Lines celebrates another bumper start to the New Year

Fred. Olsen Cruise Lines is enjoying another bumper start to the New Year, reporting impressive sales volumes and generating more than £1 million of cruise revenue in a single day, on Monday 9th January 2017, for the second January in a row! Fred. Olsen has revealed that almost half of all its 2017 cruise places have been sold, which is up by over 5%, compared to the same period in 2016.

Neil Herbert, Head of Sales for Fred. Olsen Cruise Lines, said:

“We are delighted to be celebrating another £1-million-sales day, for the second year in a row, as part of our ‘Turn of Year’ sales campaign. The first time that we achieved this – aside from on our new cruise season launch – was last year, on Tuesday 19th January 2016, so this phenomenal figure has been reached even earlier this year.

“Whilst we already have a very high guest repeat rate – with over 60% of Fred. Olsen cruisers returning time and time again – we are also attracting a significant number of customers who are ‘new-to-cruise’, or ‘new-to-Fred. Olsen’, who are keen to enjoy a holiday experience on a smaller, more intimate ship, with a relaxed and friendly atmosphere.”

As part of its ‘Turn of Year’ sales campaign, Fred. Olsen is offering the following incentives to guests, which are already proving popular:

- Fred. Olsen guests can book any 2017/18 cruise of five-nights’ duration or longer and benefit from a **‘Free upgrade to the ‘all-inclusive’ drinks package’***, available until 1st March 2017

- Fred. Olsen guests can benefit from a **‘No single-supplements’** deal on a selection of 10 2017/18 cruise holidays**, available until 1st March 2017. A solo traveller can book from a selection of twin room grades without having to pay any sole-occupancy charge. Destinations available include Norway, the Caribbean, Spain, the Baltic and South America

- In addition to these two sales initiatives, Fred. Olsen is also promoting **‘Free on shore spending money’** on 16 voyages in 2017, available until 31st January 2017, whereby guests can receive up to 125 Euros (or the equivalent value of currency relative to the cruise destination) once on board

- **‘Free door to-door’ transfers** (up to 250 UK-mainland miles) are also available to Fred. Olsen guests on three longer voyages in 2017***, until 31st January 2017. These are *Boudicca’s* 26-night ‘Bermuda & the America’s Cup’ cruise (D1713), *Black Watch’s* 27-night ‘Exploring the Fjords of the Arctic’ adventure (W1710), and *Balmoral’s* 32-night ‘Caribbean Discovery’ cruise (L1726).

Fred. Olsen has also enhanced its industry-leading **‘Enjoyment Promise’**. This ground-breaking offer, which was first released in December 2013, is now

applicable to all guests with a new booking – not just to new customers. Once on board, if a guest finds that the cruise is not for them, they just need to contact Guest Services on board, within the first 48 hours, and Fred. Olsen will refund their cruise fare and pay to get them home.

Fred. Olsen will be launching its new 2018/19 cruise programme in March 2017.

*This offer excludes 2017 'Grand Voyages' and sectors, is not combinable with the 'No-single supplements' offer, and can only be applied to cruises that will have sailed by 31st March 2018.

**This offer is not combinable with the 'Free upgrade to the 'all-inclusive' drinks package'.

***Guests can choose only one of these offers – – but both are combinable with the 'No single-supplements' and 'Free upgrade to the 'all-inclusive' drinks package' benefits.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolencruises.com Book online, call Reservations on 0800 0355 242 (Monday to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 4pm), or visit an ABTA travel agent.

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

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