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## **Fred. Olsen Cruise Lines extends offer and gives added help to agents with customers affected by All Leisure Group's cancelled cruises**

Fred. Olsen Cruise Lines has extended its 25% discount offer to All Leisure Group-affected customers from 31<sup>st</sup> January 2017 to 17<sup>th</sup> February 2017 inclusive, and has produced a summary of alternative cruises to assist trade partners with affected customers who may not have rebooked an alternative holiday as yet.

To assist ALG-affected customers further, Fred. Olsen has produced two handy guides – one covering Swan Hellenic ('SH') and one for Voyages of Discovery ('VOD') – showing alternative cruise itineraries, by destination and departure date, highlighting comparable options for agents to discuss with their customers.

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

“When customers are affected by any business failing, it's really upsetting for those concerned. It is also a very difficult time for travel agents, as they are expected to wave a magic wand and find an alternative holiday.

“With this in mind, we communicated our offer of help a few weeks back, and we have now produced two simple-to-read guides to help agents to find comparable, alternative cruises quickly and easily for those of their customers affected by the demise of All Leisure Group.” Fred. Olsen is offering those ALG guests affected a 25% discount off the cruise fare on any 2017 / 2018 / 2019 Fred. Olsen cruise currently on sale, on bookings made up to 17<sup>th</sup> February 2017 inclusive, subject to proof of their original ALG booking. The booking must be made in the same lead name / address as the original VOD / SH booking, and a promotional code must be quoted at time of booking: **VJAN25** for Voyages of Discovery-affected guests; and **SJAN25** for Swan Hellenic-affected guests.

**To make new bookings, or to enquire about availability for guests, travel agents can book through all booking channels, including the Reservations Department on 01473 742424.**

**For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.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



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