



Fred. Olsen Cruise Lines has once again been crowned 'Best Cruise Line Operator for Groups' by readers of Group Travel Organiser magazine, in its prestigious '2016 Group Travel Awards'.

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## **Fred. Olsen Cruise Lines is 'Best Cruise Line Operator for Groups' in the '2016 Group Travel Awards', for a record sixth consecutive year!**

Fred. Olsen Cruise Lines has once again been crowned '*Best Cruise Line Operator for Groups*' by readers of *Group Travel Organiser* magazine, in its prestigious '2016 Group Travel Awards'. This is the sixth consecutive year that Fred. Olsen has won this coveted award, which is a record for *Group Travel Organiser*!

Fred. Olsen's Ellie Fulcher, Sales Manager – Group & Specialist, Sophie

Austin, Sales Executive – Group & Specialist, and the team’s newest addition, Hayley Walker, Sales Assistant – Group & Specialist, were presented with the coveted award by actor and television presenter, Christopher Biggins, Tim Hentschel – CEO of Hotel Planner.com, who sponsored the category, and Abbe Bates – Editor of *Group Travel Organiser* magazine, at a glittering ceremony held at the Park Plaza Riverbank Hotel, London on 3<sup>rd</sup> June 2016.

Ellie Fulcher, Sales Manager – Group & Specialist for Fred. Olsen Cruise Lines, said:

"We just cannot believe that we have won this amazing award six times in a row now! We are so thrilled that our efforts have been recognised in this significant way, and we would like to pass on our sincere thanks to all those who voted for us! We have had a fantastic year, with our portfolio of group travel organisers and their groups growing and becoming more varied, as well as an exciting expansion of our team, with Hayley Walker joining us as Group & Specialist Sales Assistant in February 2016.

"We are committed to offering our groups the very best, tailor-made cruise experience on board our four smaller, more intimate ships. We are renowned as the 'friendliest fleet afloat' and this is thanks to the tremendous efforts of our colleagues shoreside and the officers and crew across our fleet, who all work extremely hard to look after the group travel organisers and their groups when they are on board. We are looking forward to a successful and exciting 2017/18 cruise season!"

Fred. Olsen also sponsored the '2016 Group Travel Awards' 'Best European Destination for Groups' category, which was won this year by Belgium. Fred. Olsen offers a variety of itineraries to Belgium, including its popular range of 'City Break' cruises, with more time in port to explore and experience the destination.

Sarah Jeffery, 'Group Travel Awards' Organiser, said:

"The 'Group Travel Awards' winners are voted for by the readers of *GTO* magazine through personal experience over the last 12 months. Fred Olsen Cruise Lines are to be warmly congratulated on winning the 'Best Cruise Line Operator for Groups' category."

Due to increasing demand from groups wishing to enjoy Fred. Olsen's very special holiday experience, the cruise line set up its dedicated groups department in 2009, and has not looked back since. Fred. Olsen's bespoke groups service appeals to those travelling in a group, with family or friends, or with their local club or association. Fred. Olsen can also offer an entire ship for an exclusive full-ship group.

In 2017/18, Fred. Olsen's fleet of four classic ships, *Balmoral*, *Braemar*, *Boudicca* and *Black Watch*, will be setting sail from 10 ports around the UK – Southampton, Dover, Harwich, Tilbury, Falmouth, Liverpool, Newcastle, Rosyth (for Edinburgh), Greenock (for Glasgow) and Belfast – visiting no fewer than 220 destinations in 70 countries around the globe.

**Photo caption:**

Fred. Olsen Cruise Lines' Ellie Fulcher, Sales Manager – Group & Specialist (third from left), Sophie Austin, Sales Executive – Group & Specialist (third from right), and Hayley Walker, Sales Assistant – Group & Specialist (second from right), were presented with the coveted 'Best Cruise Line Operator for Groups' award by actor and television presenter, Christopher Biggins (far right), Tim Hentschel – CEO of Hotel Planner.com (second from left), and Abbe Bates – Editor of *Group Travel Organiser* magazine, at a glittering ceremony held at the Park Plaza Riverbank Hotel, London on 3<sup>rd</sup> June 2016.

**To request a Group Information Pack, or for any group-related queries, the Group Sales Department are available to take your call from 9am to 5pm Monday to Friday, on 01473 746169, or e-mail [group.sales@fredolsen.co.uk](mailto:group.sales@fredolsen.co.uk) [www.fredolsencruises.com](http://www.fredolsencruises.com)**

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Please contact Rachael Jackson, Public Relations Manager or Ruth Burton, Public Relations Executive at Fred. Olsen Cruise Lines if you have any queries regarding the format of this press release.

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