



CRUISE CRITIC

FRED. OLSEN CRUISE LINES BEST VALUE FOR MONEY

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Fred. Olsen Cruise Lines is ‘Best Value for Money’ three years in a row, as voted by Cruise Critic experts

Cruise experts at influential consumer website Cruise Critic have voted Fred. Olsen Cruise Lines ‘**Best Value for Money**’ in its ‘Cruise Critic UK Editors’ Picks Awards 2014’, for the third consecutive year. The winners are selected by Cruise Critic’s international team of Editors, based on the lines and ships that they feel best represent excellence in each of the 18 categories.

Adam Coulter, UK Editor of Cruise Critic, said:

“The cruise industry offers a wealth of choice, and the Editors’ Picks Awards share our expert insight and provide guidance to British holidaymakers who

are interested in a cruise. With cruise lines constantly improving their products this isn't an easy task, but we have identified the lines which have excelled in order to help cruisers plan their perfect cruise, and ensure the time and money they invest is well spent."

The Cruise Critic Editors said of Fred. Olsen:

"Fred. Olsen Cruise Lines offers a more traditional cruise experience at a great value – from two-for-one offers and drinks cheaper than UK pub prices, to tips that are lower than most in the industry. It also has great offers for solo passengers, with double cabins available at solo prices."

Nathan Philpot, Sales and Marketing Director for Fred. Olsen Cruise Lines, said:

"We are pleased that, for the third year running, our great-value cruises have been recognised by the expert Editors at Cruise Critic. We know that value for money is an important motivator to booking a cruise, along with the destination, and we are committed to providing a consistently high-quality cruise experience to our guests, which doesn't cost the earth!"

Fred. Olsen has been helping guests to budget for their cruise holidays and benefit from significant cost savings with its 'all-inclusive' drinks package, where guests can choose from a selection of discounted drinks on board from just £10 per person, per night.

This Cruise Critic '**Best Value for Money**' accolade follows a string of other awards won by Fred. Olsen in recent years:

- Named one of 'consumer champion' *Which?*'s '**Top 3**' cruise lines in the UK and a '**Recommended Provider**' in its first-ever cruise survey, in April 2014. Fred. Olsen was voted joint second out of the 14 cruise companies rated, receiving a customer satisfaction score of 85% out of 100%

- '**Best for Enrichment**' in the '*Cruise International Awards 2014*', for the third year. Voted '**Best Affordable Cruise Line**' in 2013, for the second year running, and runner-up '**Best Cruise Line**'

- '**Best Cruise Line Operator for Groups**' in the '*Group Travel Awards*' for the

fourth year in a row, in 2011, 2012, 2013 and 2014

- **'Best Cruise Line for Groups'** in the '*Group Leisure Awards*' for the fifth year in a row, in 2010, 2011, 2012, 2013 and 2014

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com To learn more about the '2014 Cruise Critic UK Editors' Picks Awards', visit <http://www.cruisecritic.co.uk/editors-picks/>

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

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