



 **Fred. Olsen Cruise Lines**  
Bringing the world *closer to you*



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## **Fred. Olsen Cruise Lines is named one of the Top 3 cruise lines in the UK and a 'Recommended Provider' in first-ever Which? cruise survey**

Fred. Olsen Cruise Lines has been named one of Which?'s Top 3 cruise lines in the UK and a 'Recommended Provider' in its first-ever cruise survey. The influential independent consumer body conducted an online poll of 1,327 Which?members in April 2014, and Fred. Olsen was voted joint second out of the 14 cruise companies rated, receiving a customer satisfaction score of 85% out of 100%.

The cruise lines – which also included Hurtigruten, Saga Cruises, Cunard, Celebrity Cruises, Riviera Travel, P&O Cruises, Royal Caribbean, Holland America, Princess Cruises, Thomson, Viking River Cruises, Norwegian Cruise Lines, and Cruise & Maritime – were each allocated a star rating, based on cabin quality, food, size of cruise ship, onboard facilities, shore excursions, ‘description matching reality’ and value for money, with Fred. Olsen scoring 25 stars out of a possible 35.

One Which? member interviewed in the cruise survey commented:

“We’ve cruised with Fred. Olsen nine times and have always been comfortable, been served excellent food and visited interesting ports.”

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

“We are very proud to be recognised as one of only three cruise lines recommended by Which? as offering exceptional customer service, an excellent holiday experience and great value for money.

“In my opinion, the Which? survey is a genuine and independent indicator of quality and service. Which? is the largest consumer body in the UK with over 600,000 members and their views are trusted by UK buyers. Therefore, ‘Recommended Provider’ status is a mark of trust for Fred. Olsen. I believe that these independent surveys, based on customer scores, are a more valuable guide to consumers than simply awards given by votes, where the biggest brands will always have the advantage.

“The results of the survey show that UK cruise guests are looking for a more intimate, smaller ship experience, from ‘right on their doorstep’, and Fred. Olsen offers more ex-UK departures than any other cruise line. We know that this is a key factor in our customers returning to us time and time again.

“Fred. Olsen may be smaller and not as well-known as some other brands in the survey, but we are big on quality, service and value for money.”

Fred. Olsen operates a fleet of four, smaller-sized ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – and is renowned for ‘Bringing the world closer to

you', offering an extensive range of worldwide cruise destinations from 10 convenient, regional UK departure ports – Southampton, Dover, Harwich, Tilbury, Avonmouth (Bristol), Liverpool, Newcastle, Greenock (Glasgow), Rosyth (Edinburgh), and Belfast.

Fred. Olsen has been named '**Best Affordable Cruise Line**' in the 'Cruise International Awards' for two years' running, voted for entirely by the magazine's readers, and was awarded last year's runner-up '**Best Cruise Line**'. Leading cruise consumer website Cruise Critic has also voted Fred. Olsen '**Best Value for Money**' in its 'Editors' Picks UK Awards' for two consecutive years.

Fred. Olsen is proud to be the only UK travel company to receive a coveted 'Gold Award' from leading consumer review website Feefo, having achieved a 95% service rating of 'Excellent' or 'Good' in over 8,000 genuine, independent guest reviews in 2013.

**To see the full results of the *Which?* Travel cruise survey, go to [http://www.which.co.uk/news/2014/08/which-reveals-the-top-cruise-companies-377205/?utm\\_campaign=whichuk&utm\\_medium=social&utm\\_source=twitter&utm\\_content=cruisesurveyresultaug27-31&utm\\_term=twinfographic](http://www.which.co.uk/news/2014/08/which-reveals-the-top-cruise-companies-377205/?utm_campaign=whichuk&utm_medium=social&utm_source=twitter&utm_content=cruisesurveyresultaug27-31&utm_term=twinfographic)**

**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.

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