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## **Fred. Olsen Cruise Lines is voted 'Best for Enrichment' for the third time in the 'Cruise International Awards'**

Fred. Olsen Cruise Lines was delighted to be voted 'Best for Enrichment', at the 2014 'Cruise International Awards', held at Kensington Roof Gardens, London on 9th September 2014, having won this category previously in 2012 and 2011.

The '*Cruise International Awards*' are the only cruise industry accolades voted for by genuine cruisers, and this year attracted some 25,000 votes from readers of *Cruise International* magazine and keen cruise customers, across 19 categories.

Liz Jarvis, Editor of *Cruise International* magazine, said:

"Fred. Olsen offer an extensive range of on board lectures and guest speakers through their enrichment programme and they're the very well-deserved winners of this award."

In its 2014/15 season, Fred. Olsen guests have been able to enjoy a wide range of themes and experiences, including a very special World War II cruise to Normandy, to commemorate the 70th anniversary of the D-Day landings, and visits to the 'Northern Lights' in Norway - one of Nature's most spectacular phenomena. Guests have described seeing the awe-inspiring 'Aurora Borealis' with Fred. Olsen as 'completely magical'.

Fred. Olsen has also offered a best-selling 'Film Stars & Fast Cars' trip - taking in the glitz and glamour of the Cannes Film Festival and Monte Carlo Grand Prix - and a varied programme of expert talks on topics including astronomy, wine-tasting, marine biology, photography and military history.

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

"At Fred. Olsen Cruise Lines, our mission is always to offer our guests something 'a bit different' to other cruise lines. This important award acknowledges the efforts that we make to give our loyal cruisers an enriched experience on their holiday, and not just the chance to get a sun tan.

"We have introduced several new themed cruises in recent years, such as our very successful 'Film Stars & Fast Cars' - which is back in 2015 due to popular demand - and it is rewarding to see that our innovative approach is really hitting the mark with our guests."

One of the highlights of Fred. Olsen's cultural calendar in 2015 is its 16-night 'Poison, Murder & Mystery Cruise' on *Boudicca* from Rosyth (Edinburgh) next Summer, which will feature the world's biggest-ever participative murder mystery at sea - to be adjudicated by Guinness World Records on board - and will marry up visits to the Duchess of Northumberland's Poison Garden at Alnwick Castle and those of Fred. Olsen at the Pyramids of Guimar in Tenerife\*.

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

\*To find out more about Fred. Olsen's exclusive 'Poison, Murder & Mystery Cruise', visit <http://www.fredolsencruises.com/places-we-visit/cruise-holiday/poison-gardens-D1516?referrer=7&isback=1>

### **Photo caption:**

Nathan Philpot – Sales and Marketing Director for Fred. Olsen Cruise Lines is presented with the coveted 'Best for Enrichment' award by Julie Peasgood – Travel Writer and TV presenter and Andy Harmer – Director at CLIA UK & Ireland at the '*Cruise International Awards 2014*'.

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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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