



Fred. Olsen Cruise Lines



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Fred. Olsen Cruise Lines' itineraries receive seal of approval from Good Housekeeping with coveted Reader Recommended accreditation

Fred. Olsen Cruise Lines has received Good Housekeeping's coveted Reader Recommended accreditation for its 'unique and memorable' itineraries.

It follows research undertaken by the Good Housekeeping Institute, among their members and those who have previously sailed with Fred. Olsen, looking into key areas such as the quality of the ports of call, overall cruise experience and how likely they would be to recommend a Fred. Olsen cruise.

The research found that the top drivers for choosing a Fred. Olsen cruise included plenty of scenic cruising, visiting a wide range of destinations, their warm and friendly crew and good value pricing.

Overall, 92% of participants said they made great memories during their cruise, 85% stated they would recommend Fred. Olsen to friends and family, and 84% expressed a strong likelihood of sailing with the cruise line again based on its itineraries.



The research also delved into other areas of the cruise experience, with 93% saying the food on their cruise was of excellent quality, and 90% rated Fred. Olsen's crew as 'outstanding'.

Some of the comments shared by Good Housekeeping readers who took part in the research included:

"I chose to book a Fred. Olsen Cruise because I prefer smaller ships, unique destinations, and a more personal, traditional cruising experience. It felt like the perfect mix of relaxation and adventure."

"What I liked most about the itinerary was the variety of destinations, each

stop felt carefully chosen to offer something unique and memorable."

"I loved how the itinerary included unique, less crowded ports that larger ships can't access. It felt like a more personal and exclusive travel experience."

Samantha Stimpson, CEO at Fred. Olsen Cruise Lines, said:

"We are delighted to have received this special accreditation from the Good Housekeeping readers.

"We take great pride in offering cruises that help our guests discover some of the world's most wonderful destinations aboard our smaller ships - whether that be through sailings into the heart of the Norwegian fjords or to seek out the Northern Lights, or longer round-the-world adventures exploring far-flung corners of the globe, from South America and Australia to Antarctica.

"It's great to see that our exceptional service is also shining through in so much of the feedback, as it is our wonderful crew on-board who make our itineraries and our cruise experience extra special.

"There is a great affinity between the Good Housekeeping and Fred. Olsen Cruise Lines brands, and we are looking forward to welcoming more readers aboard our fleet to experience our carefully curated itineraries for themselves."



This is the second accolade to be achieved by Fred. Olsen Cruise Lines so far in 2025, having also received Feefo's Exceptional Service Award in January. Fred. Olsen was one of only 32 businesses – and the only cruise line - to receive this recognition.

For further information on Fred. Olsen Cruise Lines' itineraries, visit www.fredolsencruises.com Book online, call Reservations on 0800 0355 215 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your ABTA travel agent.

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