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Fred. Olsen Cruise Lines Launches Online Google Earth Solution

Fred. Olsen has incorporated this tool into its website to offer customers the possibility of experiencing a cruise long before they set foot on board ship. Simple to use, this revolutionary facility allows website visitors to track the course of a cruise across the globe, zooming in on separate ports of call for aerial views, or clicking on each to access a detailed description of the port with local information, history, climate and rainfall details and much more.

Shona Michell, New Media Co-ordinator for Fred. Olsen Cruise Lines said: “We are delighted to be breaking new ground with the launch of our Google earth facility. It is so easy to use and really delivers the sense that you are experiencing the cruise in advance of actually leaving home. I am convinced that it will enhance our customers' enjoyment of their cruise holidays and may well influence the decision to book in the first place.”

Nathan Cook of Cheeze 2.0, account manager for the project said; “Traditionally, cruise holidays are difficult to promote online, operator websites only offering a two dimensional source of information around a product which is of high fiscal value. This solution brings to life the emotional value of our client's product, providing a key differential advantage to their online promotional activity.”

Currently there are five long cruises that can be viewed on Google Earth, but Fred. Olsen plans to roll out the facility to include more cruises over the coming months.

To enjoy the Fred. Olsen Google Earth experience, visit www.fredolsencruises.com/fredolsen/googleearth.

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

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