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Fred. Olsen Cruise Lines named Travel and Leisure Website of the Year at top digital awards

Fred. Olsen Cruise Lines has been unveiled as the winner of the Travel and Leisure Website of the Year at a prestigious digital awards ceremony.

The company received the accolade at the UK Digital Growth Awards 2024 ceremony in central London yesterday evening (20th June), following judging by a panel of experts from across the digital sector.

The awards recognise work that is transforming business, revolutionising customer experience and adding real value.

The award comes after Fred. Olsen Cruise Lines launched its new-look website last year, with extensive work undertaken to streamline the booking process and more opportunities for guests to personalise their cruise experience.

Ben Williams, Head of Digital at Fred. Olsen Cruise Lines, said:

“We are absolutely thrilled to have won the title of Travel and Leisure Website of the Year.

“It is recognition of our whole team’s effort and dedication to improving the experience of our guests when visiting our website.

“We are all proud of our revamped website, from our new booking system meaning we can offer a seamless guest experience from the moment they choose to cruise with us to our digital scratch map which allows guests to revisit memories of previous sailings.”

The judges noted ‘the outcomes achieved by this website were clearly conveyed and impressive, showcasing a direct correlation with the results’ and ‘their end-to-end web redesign project yielded remarkable results’.

They also praised the website’s ‘meticulous audience segmentation and content alignment, effectively attracting and engaging it’s intended visitors’.

The accolade is the second win for the digital project having picked up the Travel Website of the Year title at the UK Dev Awards in February.

For further information on Fred. Olsen Cruise Lines, visit

www.fredolsencruises.com

Book online or call Reservations on 0800 0355 242 (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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