



ON YOUR NEXT CRUISE With Fred's multi-buy offer



The more you book,
the more you save

Book now with Fred. Olsen and you can save with our Cruise Sale offers. Enjoy 10% off your next Fred. Olsen cruise with our compliments*. Book more than one cruise at the same time and you can save even more – up to 30% off. You'll get the biggest discount off the highest priced cruise so you can be confident you'll get the best deal.

Plus, if you haven't cruised with Fred. before, try us and if you don't enjoy it, we'll give you your money back**

If it's your first time on a Fred. Olsen cruise and within a couple of days of sailing you find it's not for you, let us know and we will arrange for a flight back to the UK from the next port and give you your money back. That's our **Enjoyment Promise**.



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Fred. Olsen Cruise Lines promotes 'Turn of Year' sales campaign – featuring Mr. Fred. Olsen Junior himself!

Fred. Olsen Cruise Lines has launched a promotional [sales campaign](#) on 18 digital TV channels, which will run until 24th January 2015, to showcase its 'The more you book, the more you save'* cruise sale, its innovative 'Enjoyment Promise**' and its wide range of regional UK departures. Fred. Olsen's TV campaign is also supported by a comprehensive mix of print, radio, online and social media promotional activity.

Fred. Olsen's 30-second TV advertisements – which are being shown on Dave, Gold, PBS America, Good Food, Really, Watch, Eden, Film 4, Drama,

Alibi, Yesterday, Home, More 4, National Geographic, Challenge, ITV 3, Quest and Holiday & Cruise channels – highlight its two exciting ‘Turn of Year’ sales initiatives, as well as the variety of destinations that guests can visit on a Fred. Olsen cruise in 2015/16, from ten convenient, regional departure ports: Southampton, Dover, Harwich, Tilbury, Avonmouth (Bristol), Liverpool, Newcastle, Greenock (Glasgow), Rosyth (Edinburgh) and Belfast.

For the first time ever, Mr. Fred. Olsen Junior, Chairman of Fred. Olsen Cruise Lines and the sixth generation of the Olsen family, will be voicing a series of regional radio promotions in Dover, Harwich, Tilbury, Liverpool, Greenock (Glasgow), Rosyth (Edinburgh), Newcastle and Belfast, on Smooth Radio, Magic 1548 (Liverpool), Magic 1152 (Newcastle), Classic FM, Clyde 2, Northsound Two and Tay-AM channels.

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

“There has never been a better time to book your Fred. Olsen cruise holiday, with a range of great-value sailings to a total of 243 destinations in 80 countries around the globe in 2015/16, from ‘right on your doorstep’.

“As our loyal guests know, Fred. Olsen Cruise Lines is all about a smaller, friendlier cruise experience, and we are so convinced that you will love what we do that our Chairman, Mr. Fred. Olsen himself, has put his name behind our ‘Enjoyment Promise’. If you are not satisfied with your holiday after a couple of days, Fred. Olsen will arrange to fly you home from the first available port of call and give you your money back: ‘I am Fred. Olsen and that is my promise!’ ”

Fred. Olsen’s ‘Turn of Year’ sales campaign includes promotional posters in key sites in and around Newcastle, Scotland, Essex, Liverpool and Belfast, highlighting the great choice of cruises and destinations available with Fred. Olsen from these ports, as well as posters at bus stops in key locations.

Fred. Olsen’s ‘The more you book, the more you save’ cruise sale encourages customers to make multiple purchases in the same transaction and take advantage of savings of up to 30%. The scheme also offers an attractive discount to customers who only wish to make a single cruise purchase.

In Fred. Olsen's 'Turn of Year' sales campaign, cruise customers can also benefit from 'Fred.'s 'Enjoyment Promise', which was launched in December 2013, and is the biggest initiative of its kind ever to take place in the UK to encourage people to try cruising. '[Fred's Enjoyment Promise](#)' is applicable to new cruise guests only, and is valid on all sailings of five nights or more, for bookings made 12 weeks prior to departure.

Fred. Olsen was delighted to be named one of the Top 3 UK cruise lines and awarded a prestigious 'Recommended Provider' accolade, in *Which?*'s first-ever dedicated cruise survey in 2014. Experts at influential consumer website Cruise Critic have also voted Fred. Olsen 'Best Value for Money' in its 'Cruise Critic UK Editors' Picks Awards 2014', for the third consecutive year.

*See the website www.fredolsencruises.com for full Terms and Conditions.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 242 (Monday – Friday, 8am – 8pm; Saturday, 9am – 5pm; Sunday, 10am – 4pm), or see an ABTA travel agent.

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

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