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Fred. Olsen Cruise Lines receives top cruise accolade in the '2015 Group Travel Awards', for a record fifth year in a row!

Fred. Olsen Cruise Lines has once again been crowned '**Best Cruise Line Operator for Groups**' by readers of *Group Travel Organiser* magazine, in its prestigious '2015 Group Travel Awards'. This is the fifth consecutive year that Fred. Olsen has won this coveted award, which is a record for *Group Travel Organiser*!

Fred. Olsen beat off stiff competition from the other cruise lines nominated in this important category – Royal Caribbean, **Norwegian Cruise Line** and **Saga** amongst them.

Fred. Olsen's Ellie Fulcher, Group & Specialist Sales Manager, and Sophie Austin, **Group & Specialist Sales Executive**, were presented with the coveted award by comedian and compère Hal Cruttenden, Adrian Gates Commercial Director – *Group Travel Organiser* magazine, and Abbe Bates – Editor of *Group Travel Organiser* magazine, at a glittering ceremony held at the Park Lane Hilton Hotel, London on 5th June 2015.

Fred. Olsen also sponsored the '**Best Overseas Destination for Groups**' category, which was won this year by Germany. Fred. Olsen offers a variety of German itineraries and experiences in its cruise programme, and its two 'German Waterways' sailings in 2016 are amongst its top-selling cruises.

Ellie Fulcher, Group & Specialist Sales Manager for Fred. Olsen Cruise Lines, said:

"We just cannot believe that we have won this amazing award five times in a row now! We are so thrilled that our efforts have been recognised in this significant way, and we would like to pass on our sincere thanks to all those who voted for us! We would also like to acknowledge the tremendous co-operation that we receive from our colleagues shoreside and the officers and crew across our fleet, who all work tirelessly to look after the group travel organisers and their groups when they are on board.

"We are committed to offering our groups the very best, tailor-made cruise experience on board our four smaller, more intimate cruise ships, and we are renowned as being the friendliest fleet afloat'. We are looking forward to showcasing our unique and multi-award-winning cruise holidays to even more groups in the future."

Sarah Jeffery, 'Group Travel Awards' Organiser, said:

"The Group Travel Awards are the longest established event celebrating excellence in the supply of services to group travel organisers. The winners are voted for by the readers of GTO magazine through personal experience over the last 12 months. Fred. Olsen Cruise Lines are to be congratulated on winning the 'Best Cruise Line Operator for Groups' category."

Due to increasing demand from groups wishing to enjoy Fred. Olsen's very special holiday experience, the cruise line set up its dedicated groups

department in 2009 and has not looked back since.

Fred. Olsen's bespoke groups service appeals to those travelling in a group, with family or friends, or with their local club. Fred. Olsen also specialises in corporate and incentive group travel and can offer an entire ship for an exclusive full ship group.

Each Fred. Olsen group booking is tailor-made by the experienced expert Group Sales team, and offers a choice of benefits, including*:

- group leaders receive a free cruise place when they achieve their group passenger target; the target varies depending on the cruise chosen
- reduced single supplements for solo travellers
- funding towards coach transfers to and from the departure port / airport
- funding towards car parking at the port / airport
- free onboard spending credit, which varies depending on the cruise chosen
- free group drinks party on board
- preferential group dining, upon request
- private group Afternoon Tea, upon request
- group photograph, upon request
- exclusive use of onboard facilities, such as Card Room, lecture areas and meeting rooms, for private group activity, upon request
- group disembarkation for coach parties
- exclusive group shore tours can be arranged, upon request

- free personalised promotional materials
- assistance with promotional events

In 2016/17, Fred. Olsen's fleet of four ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – will be visiting no fewer than 253 destinations in 84 countries around the globe – more than ever before!

Fred. Olsen will also be offering more convenient ex-UK departures than any other cruise line in 2016/17, from ten regional ports: Southampton, Dover, Harwich, Tilbury, Falmouth – a new addition – Liverpool, Newcastle, Rosyth (for Edinburgh), Greenock (for Glasgow) and Belfast.

Fred. Olsen is pleased to have been awarded the 'Gold Trusted Merchant' status by independent review site Feefo in 2015, for the second year in a row. This accreditation is based on genuine customer feedback and, to date, Fred. Olsen has received over 11,000 reviews, with 95% of these being in the 'Good' or 'Excellent' categories.

**Full Terms and Conditions are available from the Group Sales Team, upon request.*

To request a Group Information Pack, or for any group-related queries, the Group Sales Department are available to take your call from 9am to 5pm Monday to Friday, on 01473 746169, or e-mail group.sales@fredolsen.co.uk www.fredolsencruises.com

Photo caption:

Fred. Olsen Cruise Lines' Ellie Fulcher, Group & Specialist Sales Manager (second from right), and Sophie Austin, **Group & Specialist Sales Executive (second from left)**, were presented with the coveted 'Best Cruise Line Operator for Groups' award by comedian and compère Hal Cruttenden (far left), Adrian Gates Commercial Director – *Group Travel Organiser* magazine, and Abbe Bates – Editor of *Group Travel Organiser* Magazine, at the '2015 Group Travel Awards', held at the Park Lane Hilton Hotel, London on 5th June 2015.

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for

a more personal cruising experience.

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