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Fred. Olsen Cruise Lines wins 'Travel Website of the Year' at renowned UK Dev Awards 2024

Fred. Olsen Cruise Lines has received a top accolade of 'Travel Website of the Year' at the prestigious UK Dev Awards 2024.

The company received the award at a glittering ceremony in central London last night (21st February), following judging by a panel of industry experts from across the digital sector.

Fred. Olsen Cruise Lines unveiled their new website last year, which featured a streamlined booking process and more opportunities for guests to enhance and personalise their cruise experience.

Judges praised Fred. Olsen Cruise Lines for setting ‘clear, measurable goals’, ‘the substantial redesign addressed things like user interaction and quick path to conversion to increase bookings and revenue’ and ‘the results achieved were outstanding’.

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

“It is a real honour to be named ‘Travel Website of the Year’ at an awards event designed specifically for the digital sector.

“We are so proud of our new-look website, with our new booking system meaning we can offer a seamless guest experience from the moment they choose their cruise with us – whether they are booking for the first, fifth or fifteenth time.”

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, 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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