



Fred. Olsen Cruise Lines



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Fred. Olsen Cruise Lines working with TUI Musement to help guests explore ports of call

Fred. Olsen Cruise Lines has teamed up with TUI Musement to help guests explore ashore independently.

Global tours and activities business TUI Musement encourages independent exploration so guests can discover ports of call at their own pace.

Guests can purchase tickets for thousands of attractions such as the Chocolate Museum in Cologne or a pass for the seven most famous

archaeological sites in Athens, as well as book activities including hiring a bike in Amsterdam, hop-on, hop-off buses in various cities and learning how to make tiramisu in Italy.

Stephanie Farrow, Itinerary Product and Destination Experience Manager at Fred. Olsen Cruise Lines, said:

“We are really excited to be working with TUI Musement to help promote independent exploration in our ports of call.

“While many of our guests love going on our organised shore tours, there are several who prefer the opportunity to head ashore and explore independently.

“At the same time, these guests may like to experience some of the attractions or museums available in various destinations.

“TUI Musement can help our guests not wanting to take part in an organised excursion, make the most of their time in port.

“This collaboration is just another example of how we continue to put our guests at the heart of everything we do to deliver unforgettable experiences.”

Between September and December 2024, Fred. Olsen’s fleet of smaller ships *Bolette*, *Borealis* and *Balmoral* will visit a variety of destinations including the lesser-known islands of the Azores, the stunning Norwegian Fjords, volcanic Iceland and the beautiful Adriatic coast, each offering plenty of opportunities to explore.



Nishank Gopalkrishnan, Chief Commercial Officer at TUI Musement, the tours and activities division of TUI Group, said:

“Fred. Olsen Cruise Lines is pioneering in the cruise industry, and we are delighted to partner with them in offering more top-quality options for guests to explore and experience a destination.

“This is a very innovative collaboration that will positively disrupt the cruise industry, and further reinforces TUI Musement’s position as the tours and activities partner of choice for the world’s leading travel businesses.”

TUI Musement is providing a platform integrated with the existing Fred. Olsen digital touchpoints and infrastructure, enabling a seamless experience for customers. The platform is populated with thousands of excursions, activities and attraction tickets that can be instantly booked online and cover all of Fred. Olsen Cruise Lines’ ports of call.

Guests can book experiences via their MyCruises account by visiting the Independent Exploration section under Destination Experiences.

Alternatively, they can visit www.fredolsencruises.musement.com/uk to book

with just 24-hours' notice.

A selection of remaining 2024 cruises include:

***Borealis*' 13-night S2422 'Volcanic Islands of the Azores and Madeira' cruise, departing from Southampton on 20th September 2024.** Prices start from £1,199 per person.

- Explore the volcanic, emerald-green islands of the Azores
- Join ORCA conservationists on *Borealis*' decks to spot marine life
- Taste authentic Port wine in Oporto and Madeiran wine in Funchal

Itinerary: Southampton, UK – Praia da Vitoria, Azores – Ponta Delgada, Azores – Cruising by Santa Maria, Azores – Funchal, Madeira (overnight port) – Leixões, Portugal – Southampton, UK

For more details: Visit [S2422 'Volcanic Islands of the Azores and Madeira'](#)

***Borealis*' 26-night S2423 'Canada in the Fall' cruise departing from Southampton on 3rd October 2024.** Prices start from £2,299 per person.

- Timed to coincide with the fall season, see colour-changing foliage
- Meet an award-winning fiddler in St John's, Newfoundland
- Experience traditional customs such as the Screech In ceremony

Itinerary: Southampton, UK – St John's, Canada – Halifax, Canada – Gaspé, Canada – Cruising St Lawrence River, Canada – Trois-Rivières, Canada – Montreal, Canada – Quebec, Canada (overnight port) – Saguenay, Canada – Cruising Saguenay Fjord, Canada – Corner Brook, Canada – Cruise Humber Arm and Bay of Islands, Canada – Cruising by Spike Island, Ireland – Cobh, Ireland – Southampton, UK

For more details: Visit [S2423 'Canada in the Fall'](#)

***Balmoral's* 10-night L2432 'In Search of the Northern Lights' cruise, departing from Newcastle on 20th October 2024.** Prices start from £1,299 per person. Enjoy a free drinks package when booking before 31st October.

- Have the opportunity to spot the elusive Northern Lights in Alta
- Meet huskies on a tour and learn about traditional dog sledding
- Capture the views from the top of Mount Storsteinen in Tromsø

Itinerary: Newcastle, UK – Molde, Norway – Crossing the Arctic Circle, Norway – Cruise Tjeldsundet Strait, Norway (overnight port) – Tromsø, Norway – Alta, Norway (overnight port) – Cruise Tjeldsundet Strait, Norway – Cruising Seven Sisters Mountain Range, Norway – Ålesund, Norway – Newcastle, UK

For more details: Visit [L2432 'In Search of the Northern Lights'](#)

Bolette's 18-night T2427 'Winter Warmth in the Canaries and Cape Verde' cruise, departing from Liverpool on 24th November 2024. Prices start from £1,799 per person.

- Explore the cultural islands of the Cape Verdes
- Immerse yourself in the Cape Verdean and Canarian way of life
- Discover the volcanic landscapes of the Canaries

Itinerary: Liverpool, UK – Arrecife, Canary Islands – Praia, Cape Verde – Mindelo, Cape Verde – Santa Cruz de Tenerife, Canary Islands – Santa Cruz de la Palma, Canary Islands – Cruise Mouth of River Tagus, Belem Tower and Discovery Monument, Portugal – Cruise by Cristo Rei and Abril 25 Bridge, Portugal – Lisbon, Portugal – Liverpool, UK

For more details: Visit [T2427 'Winter Warmth in the Canaries and Cape Verde'](#)

For further information on Fred. Olsen Cruise Lines' 2024 sailings, visit the website www.fredolsencruises.com/2024-cruises

Book online, call Reservations on 0800 0355 215 (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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