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Fred. Olsen enhances its industry-leading 'Enjoyment Promise' to showcase its commitment to attracting new guests

After nearly two years of its industry-leading 'Enjoyment Promise' being in place, Fred. Olsen Cruise Lines has just made the offer even better! Under the new enhanced 'Enjoyment Promise', Fred. Olsen guests sailing on their first-ever cruise can now book their next holiday whilst on board the ship, for just a £1 per person deposit, added to their on board account. 'Fred.'s Enjoyment Promise' was launched in December 2013, and gives new guests the reassurance that, should they find that a cruise is not for them, Fred. Olsen will arrange and pay for their flight back to the UK, plus refund the cost of their cruise*.

This new 'Enjoyment Promise' for Fred. Olsen 'first-timers' replaces the standard 15% cruise deposit**. Bookings under the unique new scheme can be transferred back to a guest's preferred travel agent, and are combinable with other onboard benefits, such as the standard 5% 'book onboard' discount and Suite upgrade.

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

"Our ground-breaking 'Enjoyment Promise' underpins the Fred. Olsen brand, and has been hugely successful. Since its introduction in late 2013, we have had over 190,000 guests cruise with us, but only five – just 0.002% – have chosen to invoke it, showing that our confidence in our award-winning product has been extremely well-placed.

"At Fred. Olsen, we are dedicated to offering the most extensive list of itineraries of any cruise line, and we just know that our guests will fall in love with the destinations that we get closer to, the great value and friendliness that we offer on board – time and time again."

Fred. Olsen has been working hard to attract the 'new-to-Fred.' market, and has seen over 43% of bookings from newcomers since the 'Enjoyment Promise' was first introduced. The average guest age across the Fred. Olsen fleet has stayed constant during the last five years, whilst the industry average has increased five years in five years, which is further evidence that Fred. Olsen is continuing to offer appealing and innovative cruises to attract a new, younger demographic, as well as catering to its existing loyal clientele.

In addition to the 'Enjoyment Promise', Fred. Olsen has also been trying to stimulate new markets by cruising out of more regional departure ports than any other cruise line, offering the convenience of joining the ship without the hassle of flights. For instance, during its first cruise season from Belfast, in Autumn 2013, nine out of ten guests had never cruised with Fred. Olsen before.

Fred. Olsen is committed to creating unique itineraries with shorter durations to attract those who are still at work, or who would prefer more of a 'taster' cruise for their first experience. The 'Norwegian Fjords' continues to be the number one itinerary for 'new-to-cruise' and 'new-to-Fred.' customers, and

Balmoral's new five-day 'Norwegian Fjords' cruise from Newcastle in May 2016 is the perfect itinerary, given its limited requirement for annual leave – just two days, as it is over a Bank Holiday; notably, this itinerary would take eight days from Southampton. Fred. Olsen's 'Around the UK & Ireland' 'no passport cruises' also appeal to a wider audience, as guests have the flexibility of being able to provide an alternative form of photo identification.

Fred. Olsen has also been seeing strong demand for experience-related, destination-led itineraries – closer to the fjords, river cruising, sailing into cities – and these cruises are by far the best sold for 2016, with *Braemar* being nearly two thirds full for next year already; with her shallower draft, *Braemar* is able to offer a very special river cruise experience, with all the comfort and style of an ocean-going ship.

Fred. Olsen has also invested significantly in upgrading facilities across its fleet, introducing al-fresco dining with the high-quality 'Grill' steak and seafood restaurants, adding the 'Bookmark Café' as a relaxing new public area, and creating 'Balcony Terrace' cabins on *Black Watch*, with *Boudicca* soon to follow suit.

Fred. Olsen has also launched an 'All Inclusive Holidays' brochure, aimed at dispelling some of the myths surrounding cruise, offering guests a simplified pricing structure, less 'cruise jargon' and including the great-value £10 per person per night drinks package.

*If a guest finds that a Fred. Olsen cruise is not for them, they just need to let Guest Relations know within 48 hours on board. Applicable on 'new-to-Fred.' bookings only, made 12 weeks before departure, excludes cruises of four nights or less, the 26-night W1610 'Arctic Explorer' cruise, and cruises of 36 nights or more. Not applicable on Anchor Fares, where 100% payment is required at the time of booking. See the website www.fredolsencruises.com for full Terms and Conditions.

**Full payment for the cruise will be due at the normal 90 days prior to the departure date. 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 to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 4pm), or visit an ABTA travel agent.

In 2016/17, Fred. Olsen's fleet of four smaller-sized ships will be sailing to over 200 destinations worldwide from ten convenient, regional UK ports – Southampton, Dover, Harwich, Tilbury, Falmouth (a new addition), Liverpool, Newcastle, Greenock (Glasgow), Rosyth (Edinburgh) and Belfast.

Fred. Olsen is delighted to have won the 'Best for Itineraries' accolade in the 2015 Cruise Critic 'UK Editors' Picks Awards', in recognition of its commitment to 'bringing the world *closer* to you'.

Fred. Olsen is also proud to be the only UK travel company to receive a coveted 'Gold Award' from leading consumer review website Feefo, having achieved a 95% service rating of 'Excellent' or 'Good' in over 12,000 genuine, independent guest reviews.

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