

Mar 04, 2008 10:10 GMT

Fred. Olsen's Balmoral

The ship will now operate a short series of ten and eleven night Caribbean fly/cruises from Miami before returning to Europe and an early summer cruise programme from Civitavecchia (the port for Rome). These Mediterranean fly/cruises are an innovation for Fred. Olsen, made possible by the expansion of the fleet.

The 1340-passenger *Balmoral*, while larger than her sisters, still maintains the Fred. Olsen tradition of smaller ships, with friendly personal service and a relaxed and very British atmosphere on board. Her interior has been elegantly refitted in the classical Fred. Olsen style, reminiscent of an English country house – perfect for Fred. Olsen customers.

Fred. Olsen's sales and marketing director, Nigel Lingard, said: "This is a very exciting time for Fred. Olsen as we see our fifth ship cruising successfully. Expansion is essential in today's cruise market and it is important that we maintain our market share in the UK. *Balmoral* is very different from the giants that are being introduced into the UK market this year; she is a traditional cruise ship in the true Fred. Olsen style."

Find out more about Balmoral and her cruises by visiting the website www.fredolsencruises.co.uk

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

Contacts



Ellis Orchard

Press Contact

Public Relations Manager

Public Relations

ellis.orchard@fredolsen.co.uk

07557672265



Georgina May

Press Contact

Public Relations Executive

Public Relations

georgina.may@fredolsen.co.uk