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Fred. Olsen Takes Record Bookings

Fred. Olsen Cruise Lines is enjoying record high levels of reservations, with advance bookings for 2010 well ahead of those a year ago. Bookings for the week up to 29th June saw the second highest level in company history.

This follows the previous weeks' level of bookings – now pipped into the third highest in the company's history.

Nigel Lingard, marketing director for Fred. Olsen, said: "Our 2010/11 brochure was launched on 22nd June, and ever since we have been enjoying exceptionally good booking trends. It is evident to us that our existing customer base, as well as those new to cruising, have realised what tremendous value a cruise holiday is, especially with a line such as Fred. Olsen. Nearly all of our cruises depart from the UK, so they are convenient and there is no additional cost for air transportation, plus all on board prices are in sterling making it very easy to budget for spending money before you leave home." He continued: "Many of our target market have also finally decided to take the plunge for this year, so we are seeing a surge in late bookings for summer sailings."

Fred. Olsen Cruise Lines currently operates a fleet of five ships: Balmoral, Boudicca, Black Watch, Braemar and Black Prince. More information can be found at: <http://www.fredolsencruises.co.uk/> To book, call Reservations on 01473 742424 or see your ABTA travel agent. You can also book online.

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

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