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## Fred. Olsen's Martin Lister named as CruiseCopenhagen Ambassador 2018

Fred. Olsen Cruise Lines' Martin Lister, Head of Itinerary Planning & Destination Experience, has won 'CruiseCopenhagen's Ambassador Award 2018', following on from his hard work in promoting Denmark as a cruise destination and for creating itineraries that exclusively visit Danish ports.

The CruiseCopenhagen Ambassador Award is given annually to a personality within the cruise industry, and is chosen by a panel of Danish destination partners.

Martin Lister, Head of Itinerary Planning and Destination Experience at Fred. Olsen Cruise Lines, said:

“I am very honoured to have been chosen as the winner of this year's prestigious CruiseCopenhagen Ambassador Award. It is also great that the Danish destinations recognise Fred. Olsen Cruise Lines' innovation with itineraries. We work very hard to identify opportunities to give new cruising experiences to our regular and new guests.

“Our dedicated Denmark itinerary has been one of the most enjoyable cruises to plan. We have developed it into a 'Welcome to Denmark' cruise, recognising the many accolades that Denmark and its destinations have been awarded for their happy, friendly and welcoming nature.

“Our Danish port and destination partners are great to work with and have introduced fantastic quayside facilities, festivities and activities to make our guests feel welcome and immerse them into the community.

“Our guests have really enjoyed this during the cruises that we have operated so far and this has been reflected in the satisfaction ratings and reviews that we have received, which have been encouragingly positive.”

Claus Bødker, Director of CruiseCopenhagen, said:

“Martin has a talent to promote authentic experiences and he has worked closely with the Danish ports, which benefit the cruise passengers.

“He is creative, fearless and enthusiastic and has been an important contributor to accelerating the development of cruise itineraries, which has contributed to promote Danish ports. This is also the reason why Martin Lister now is the beholder of the CruiseCopenhagen Ambassador Award 2018.”

Fred. Olsen visited Denmark on a total of eight unique cruise itineraries in 2018/19, and will return again for a further 11 itineraries in 2019/20.

Fred. Olsen Cruise Lines, based in Ipswich, Suffolk, is renowned for its innovative itineraries, and is proud to have been crowned 'Best for Itineraries' by Cruise Critic experts in the prestigious 'UK Editors' Picks Award 2017' – for a record three years in a row. In 2019/20, Fred. Olsen cruises will be visiting no fewer than 219 destinations in 75 countries in 2019/20, covering 79 areas of scenic cruising.

**For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://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.**

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

## Contacts



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