

IF A FRED. OLSEN CRUISE ISN'T FOR YOU

**FRED'S
ENJOYMENT
PROMISE***

WE'LL REFUND YOUR CRUISE FARE*



*New guests only. Ask for details. Terms & Conditions apply.

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'Fred.'s Enjoyment Promise' is back!

Fred. Olsen Cruise Lines is pleased to announce an extension to its innovative 'Enjoyment Promise' – the biggest initiative of its kind ever to take place in the UK to encourage people to try cruising! 'Fred.'s Enjoyment Promise' is now applicable on all Fred. Olsen cruises in 2014 and 2015, booked at least 14 weeks in advance, on sailings of seven nights' duration or more (and less than 36 nights).

'Fred.'s Enjoyment Promise' was originally introduced as part of Fred. Olsen's 'Turn of Year' sales campaign, which ran from November 2013 until 28th February 2014. Under the Promise, people who have never cruised with Fred. Olsen before can try a Fred. Olsen cruise, and if they find that it is not for

them, within 48 hours, Fred. Olsen will fly them home and refund their cruise fare*.

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

“When we launched ‘Fred.’s Enjoyment Promise’ last year, we wanted to target those guests who have not cruised before, or who have not previously taken a Fred. Olsen cruise, and were unsure of whether it would be the right holiday for them.

“After seeing a very exciting surge in ‘new to cruise’ – or ‘new to Fred.’ – customers since the beginning of 2014, we have found that our unique ‘Enjoyment Promise’ is an important reason why so many new people are choosing to take their holidays with us...and so far, we have not had to fly anyone home!”

As an added incentive to book, Fred. Olsen is also offering guests the chance to save on multiple cruise bookings; if they book before 7th May 2014, they can benefit from 20% off two cruises, and if they buy three or more cruises, they can save 30%.*

Fred. Olsen’s confidence in its service was backed up in Which?’s 2013 Holiday Survey, in which it was rated the second-highest cruise line in the UK, with a score of 86%.

Fred. Olsen is 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 5,600 genuine, independent guest reviews in 2013.

Fred. Olsen was also delighted to be voted ‘Best Affordable Cruise Line’ and runner-up ‘Best Cruise Line’ in the ‘*Cruise International* Awards 2013’, and ‘Best Value for Money’ in the *Cruise Critic* ‘Editors’ Picks UK Awards 2013’.

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

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