



From L-R: Ben Williams, Head of Digital at Fred. Olsen Cruise Lines, Dave Dunlop, Partner and CDO at Else, Karen Calligeris, Head of UX at Else, Sean Carney, chair of the judges and Sally Lukins, Managing Director of DBA

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## Golden partnership between Fred. Olsen Cruise Lines and Else achieves renowned award recognition

**A partnership between Fred. Olsen Cruise Lines and design consultancy Else has delivered golden results.**

The two businesses won a Gold Award at the DBA Design Effectiveness Awards in recognition of the outcomes of a digital overhaul project.

Fred. Olsen Cruise Lines and Else teamed up at the height of the pandemic with the aim of making improvements to the website to boost guest bookings

and hit a target of securing 20% more bookings from guests who had cruised before, but not with Fred. Olsen.

The five-phase project included reimagining the online guest experience from discovery through to pre-cruise, communicating how Fred. Olsen's cruises are different from other cruise lines and build excitement.

**Ben Williams, Head of Digital at Fred. Olsen Cruise Lines, said:**

“We are over the moon to have picked up a Gold Award from the DBA Design Effectiveness Awards with our partners Else.

“The project saw us refine the flow, navigation through the site and visual design, with an immersive, rich experience created online to engage our target audience.

“The results for us have been incredible with use of the website up by 60% on the previous year and conversions from visitors browsing the website to making a booking improved by 50%.

“And significantly, in the first half of 2023, 69% of online bookings were from those who had not cruised with Fred. Olsen before – an increase of 25%.

“We would also like to extend a huge thank you to the team at Else and our development partners SimpleClick as well as our whole digital team, who have worked tirelessly to deliver this project and ensure our guests enjoy a seamless booking experience online. We look forward to continuing this journey.”

The DBA Design Effectiveness Awards celebrates and champions effective design in transforming businesses, improving societies and enhancing lives.

**Dave Dunlop, Partner and Chief Design Officer at Else, said:**

“Fred. Olsen Cruise Lines made the bold move to invest in their digital experience at a time when the pandemic and global markets were challenging their industry.

“As a brand that delivers exceptional customer service and unique cruise itineraries, it’s been rewarding to improve their digital experience to bring out the very best of those qualities for guests and deliver far more value for them as a business.

“They're now reaping the rewards of investing in their guest’s digital experience, and we look forward to building upon the great results we've already achieved.”

The awards ceremony was held at the British Museum in London on 8<sup>th</sup> October.

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

**Book online, call Reservations on 0800 0355 215 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm), or contact your ABTA travel agent.**

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