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Great savings on offer in Fred. Olsen Cruise Lines' new regional 'Summer Cruises' campaign

Fred. Olsen Cruise Lines has launched a new regional multi-media advertising campaign to promote selected Summer 2015 sailings, focussing on the important catchment areas of Avonmouth (Bristol), Dover, Greenock (Glasgow), Rosyth (Edinburgh), Liverpool, Newcastle and Southampton, which are all home to Fred. Olsen departure ports. Fred. Olsen's new ['Summer Cruises'](#) brochure offers a choice of tempting Summer escapes, departing between June and September 2015, with great-value prices, starting from just £69 per person, per night.

Fred. Olsen's new regional campaign will also feature a 'Summer Cruises' TV advertisement, which will be shown on a number of digital channels – ITV3,

Home, Yesterday, Holiday & Cruise, Pick TV, Quest, CBS Action and Challenge – from 13th April 2015, for 18 days, as well as door drops within the key catchment areas.

This regional campaign will reinforce Fred. Olsen's key message of giving customers within these important markets increased access to a Fred. Olsen cruise from a port 'right on their doorstep'.

The cruises included within Fred. Olsen's new 'Summer Cruises' brochure are on board Fred. Olsen's four friendly and more intimate ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – and depart from Dover, Southampton, Avonmouth (Bristol), Liverpool, Newcastle, Belfast, and Rosyth (Edinburgh), to destinations including the Mediterranean, Canary Islands, Northern Europe, Norwegian Fjords and the Arctic.

Examples of the excellent cruises and savings available in Fred. Olsen's new 'Summer Cruises' brochure include:

- ***Braemar's* 14-night M1523 'Bringing the Baltic Closer to You' cruise, ex Dover on 9th August 2015.** Prices start from £966 per person – just £69 per person per night.

Braemar will call first into **Aalborg**, in Denmark, which is renowned for its 'Viking experiences'. With ancient monuments, mystic runestones, stunning longships, open-air life-size villages, burial mounds and fascinating museums, guests will gain an incredible insight into Viking life.

Next, guests will have the chance to explore **Copenhagen**, Denmark's cosmopolitan capital. Docking just 300 metres from the famous statue of the 'Little Mermaid' at Langelinje Pier, guests will find themselves amongst the city's top attractions within moments of leaving the ship. Visit the Tivoli Gardens, one of the world's oldest amusement parks, where those with an adventurous streak can have a go on the 'wild rides', or just enjoy the live music, daily entertainment and gourmet food.

After a day exploring **Helsinki**, in Finland, where guests will find stunning Neo-Classical architecture, *Braemar* will arrive in the ever-popular destination of **St. Petersburg**, the 'Gem of Russia', for an overnight stay. Guests will have plenty of time to discover the many iconic sights that this city has to offer,

including the opulent Hermitage and the stunning gardens and fountains of the Peterhof and Catherine Palace.

The UNESCO-listed historic centre of **Riga**, in Latvia, is the next port of call. *Braemar* will dock just 500 metres away from the heart of the city, giving guests the chance to experience the impressive Art-Nouveau architecture, historic old quarter and lush, green parks.

Braemar will then call at Germany's **Travemünde**. Docked just 150 metres' walk from the pretty harbour front, this relaxing seaside resort is ideal for guests looking to unwind on the peaceful beach. Alternatively, guests can take a trip to the UNESCO World Heritage Site of **Lübeck**. The water-enclosed Old Town is a delightful maze of historical alleyways and criss-crossed lanes. *Braemar* will then cruise the **Kiel Canal**, before returning to Dover.

- ***Black Watch's 12-night W1515 'Canary Island Escape' cruise, ex Avonmouth (Bristol) on 31st August 2015.*** Prices start from £828 per person – just £69 per person per night. Reduced single supplement available on selected twin cabins (subject to availability).

First port of call on this unique cruise is **Funchal**, on the 'Garden Island' of Madeira. Guests can enjoy a leisurely stroll along the waterfront and admire the vibrant colours from the island's subtropical flowers and fruit, or take a trip to Reid's Hotel and indulge in its world-famous 'Afternoon Tea'. In addition, *Black Watch* will be in Madeira for the annual 'Wine Festival' – the perfect opportunity to sample some of the island's famous tipples!

Black Watch will then arrive in the Canary Islands, calling first at **Santa Cruz**, in Tenerife. Guests can choose to explore the vibrant town of Playa de Las Americas, the Botanical Gardens, El Teide National Park or the intriguing Pyramids of Güímar.

Next is a call to **Las Palmas**, in Gran Canaria, an island of verdant hills and contrasting volcanic mountains. Absorb the mix of Renaissance, Gothic and Neo-Classical architecture, or take a trip to the oasis-like sand dunes and palm trees of Maspalomas Beach.

Black Watch then sets sail to Lanzarote, for a day in **Arrecife**. Experience a camel ride through the hissing rocks of Fire Mountain in the Timanfaya

National Park, or visit the lovely saltwater lagoon of Jameos del Agua Cave and Cesar Manrique's unique cactus garden.

Guests will then arrive in Portugal's bustling capital, **Lisbon**, a city spread out over seven hills on the north of the River Tagus; take in the delightful mix of palaces, Art-Nouveau cafés, museums, gardens, ancient castles and splendid bridges. *Black Watch* will then return to Avonmouth (Bristol).

All prices are based on two adults sharing an inside, twin-bedded cabin, and include accommodation, all meals and entertainment on board, and port dues. In addition, guests can also choose to upgrade to Fred. Olsen's 'all-inclusive' drinks package for just £10 per person per night*.

Fred. Olsen is pleased to have been awarded the 'Gold Trusted Merchant' status by independent review site Feefo in 2015, for the second year in a row. This accreditation is based on genuine customer feedback and, to date, Fred. Olsen has received over 10,500 reviews, with 95% of these being in the 'Good' or 'Excellent' categories.

*See the website at www.fredolsencruises.com for full terms and Conditions.

To view a digital version of Fred. Olsen Cruise Lines' new 'Summer Cruises' brochure, please click on the following link:

http://www.fredolsencruises.3dvp.co.uk/Summer_Cruises_2015/#/1/

For further information on Fred. Olsen Cruise Lines, visit the website at 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.

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

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