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## Save up to 30% with the Fred. Olsen Cruise Lines' 'Cruise Sale' on selected 2014/15 departures

As part of its new 'Turn of Year' sales campaign, award-winning Fred. Olsen Cruise Lines has launched a '[Cruise Sale](#)', running until 28th February 2014 and valid on cruises of six nights' duration or more, aimed at encouraging guests to make multiple purchases in the same transaction and benefit from significant savings. The scheme will also offer an attractive discount to customers who only wish to make a single cruise purchase\*.

A quarter of the UK cruise market takes two or more cruises within a 12-month period. The benefits of Fred. Olsen's '**The more you buy, the more you save**' campaign are as follows:

- Buy one cruise and **save 10%**
- Buy two cruises and **save 20% off both cruises**
- Buy three or more cruises and **save 30% off all cruises**

Fred. Olsen customers who have already booked a cruise in 2014/15 will receive 25% off if they book a second cruise, or 30% off if they book a third\*.

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

“We are extremely excited to be launching our new ‘Turn of Year’ sales campaign, and we hope that our guests will take advantage of our great-value ‘The more you buy, the more you save!’ campaign.

“We have created a tempting array of cruises to take our guests on wonderful journeys of discovery. We have carefully crafted the itineraries to coincide with special events, such as the fabulous ‘Funchal Flower Parade’, the exhilarating ‘Isle of Man TT Rally’, the ‘Oslo Regatta’ and the truly magnificent Canaries ‘Perseid Meteor Showers’ – so that guests can get even more from their holiday.

“So, whether you want to cruise the Norwegian fjords, the Baltic, the Canaries, the ‘Highlands and Islands’ of the UK, or just fancy a quick mini-cruise getaway, there is an adventure waiting for you. The choice is all yours!”

Members of Fred. Olsen’s Oceans loyalty club can save an extra 5% off the cost of cruises when booked in advance\*\*.

Fred. Olsen has also unveiled its innovative ‘[Fred.’s Enjoyment Promise](#)’ – the biggest initiative of its kind ever to take place in the UK to encourage people to try cruising – whereby people who have never cruised with Fred. Olsen before will be able to try a Fred. Olsen cruise, and if they do not enjoy it, Fred. Olsen will fly them home and refund their cruise fare\*. The new promise is valid for bookings made until 28th February 2014 only, for departures of more than 14 weeks ahead, and does not apply to cruises of six nights or less, or with a duration greater than 35 nights.

Fred. Olsen’s was voted the second-highest cruise line in the UK in Which?’s 2013 Holiday Survey, with a score of 86%. Fred. Olsen has also received over

5,600 genuine, independent guest reviews via leading consumer website Feefo, of which 95% have rated the cruise line 'Excellent' or 'Good'.

\*Terms and Conditions apply. See the website [www.fredolsencruises.com](http://www.fredolsencruises.com) for full details. \*\*Subject to Oceans Club Terms and Conditions – see [www.fredolsencruises.com](http://www.fredolsencruises.com) for full details.

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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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