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Scottish agents learn why 'It's all about the experience' with Fred. Olsen Cruise Lines in 2017/18

Fred. Olsen Cruise Lines was delighted to unveil its new range of 2017/18 worldwide itineraries in the elegant setting of The Balmoral Hotel, Edinburgh, on 10th March 2016, at its first-ever dedicated Scottish Launch event.

In 2017/18, Fred. Olsen will be offering a total of 12 departures from Scotland, a country that has historically been very close to the Olsen family. The 'Itineraries Launch 2017/18' – sponsored by STAN Scottish Travel Agents News – was attended by around 50 guests, from the travel trade, media, port

/ destination partners and tourism organisations. Guests were welcomed with a Champagne Reception and sumptuous Afternoon Tea, and received a presentation on Fred. Olsen's new 2017/18 cruise programme from Nathan Philpot, Sales and Marketing Director.

Allison Graham, Account Manager for Fred. Olsen Cruise Lines, said:

"It was a pleasure to be able to showcase our exciting new cruise programme at this beautiful venue, in the heart of the Scottish capital, and to host our very important trade partners and other guests. Scotland continues to be extremely important to Fred. Olsen Cruise Lines, with an increased number of sailings from the local ports of Rosyth and Greenock in 2017/18.

"We would like to take this opportunity to thank everyone for coming along, and we do hope that we can count on your continued support of Fred. Olsen in the future."

Susan Harris, Managing Director of STAN Scottish Travel Agents News, said:

"We at STAN are delighted to have been involved in such a successful event, running in Scotland for the first time this year.

"I am sure that the trade can look forward to this becoming an annual event, and it was an excellent opportunity for all invited agents to mix with senior Fred. Olsen Cruise Lines personnel and pick their brains, while enjoying a convivial afternoon out."

Fred. Olsen announced that, in 2017/18, its fleet of four smaller, more intimate ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – will be visiting no fewer than **220 destinations in 70 countries** around the globe, plus **118 areas of scenic cruising**, sailing from a total of ten convenient, regional UK departure ports: Southampton, Dover, Harwich, Tilbury, Falmouth, Liverpool, Newcastle, Rosyth (for Edinburgh), Greenock (for Glasgow) and Belfast.

Fred. Olsen's 880-guest *Boudicca* will be cruising from the port of Greenock on four departures in 2017/18: a 10-night '**Iceland**' adventure, setting sail on 16th May 2017; a five-night '**Highlands & Lochs of Scotland**' voyage, departing on 26th May 2017; an eight-night '**Norwegian Fjords**' exploration, from 31st

May 2017; and a one-night **'Taster'** cruise to Liverpool on 8th June 2017.

In 2017/18, Fred. Olsen's smallest, most intimate ship, 804-guest *Black Watch*, will be offering eight departures from Rosyth – an increase of two sailings on 2016/17. The cruise season will commence from Rosyth on 14th August 2017, with a seven-night **'Lochs of Scotland'** cruise – one of the most exciting and best-selling new product ranges introduced by Fred. Olsen, which has also been extended across the whole Fred. Olsen fleet, to highlight Scotland's glorious, unspoilt countryside, mountainous landscapes and vast, peaceful lochs.

Other ex-Rosyth cruise holidays on offer to Scottish guests include a 13-night **'Greenland, Iceland & Norway'** sailing from 21st August 2017, a 10-night **'Scandinavia & St. Petersburg'** Baltic departure on 24th September 2017, and a 10-night **'French Rivers'** experience from 4th October 2017.

As well as its turnaround cruise calls in 2017/18, Fred. Olsen will also be undertaking a number of visits to Scottish ports as part of its itineraries. For instance, Fred. Olsen will be undertaking an ambitious circumnavigation of Great Britain in Summer 2017, on *Braemar's* 10-night **'The Braemar Highland Games'** sailing from Southampton on 29th August 2017, calling at Edinburgh (from Leith) – for an overnight stay – Dundee, Invergordon, John O'Groats (from Scrabster), Oban, and Belfast (Northern Ireland).

Featuring many destinations with intriguing links to Royalty, guests can choose to stroll along the 'Royal Mile' in Edinburgh; head to Glamis Castle and the Royal Castle of Mey – both former residences of The Queen Mother; or attend the annual Braemar Highland Games, with the chance to see The Queen and Prince Philip, The Duke of Edinburgh.

Fred. Olsen's new 2017/18 itineraries will go on general sale from 18th March 2016.

Photo caption:

Fred. Olsen Cruise Lines' Scottish 'Itineraries Launch 2017+18'

Fred. Olsen Cruise Lines was delighted to unveil its new range of 2017/18 worldwide itineraries at its first-ever dedicated Scottish Launch event, held at The Balmoral Hotel, Edinburgh, on 10th March 2016.

Pictured: Fred. Olsen Cruise Lines' Allison Graham – Account Manager (far left), Mike Evans – UK Sales Manager – Independent Retail (second from left), Mike Rodwell – Managing Director (third from left), Neil Herbert – Head of Sales (third from right), and Nathan Philpot – Sales and Marketing Director, with Susan Harris – Managing Director of STAN Scottish Travel Agents News.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com or call 0800 0355 242.

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

Contacts



Georgina May

Press Contact

PR Manager

georgina.may@fredolsen.co.uk



Georgie Long

Press Contact

PR Executive

georgie.long@fredolsen.co.uk