



Fred. Olsen Cruise Lines



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## You can 'tell the Captain where to go' with Fred. Olsen Cruise Lines' new 'You Choose Your Cruise' concept in autumn 2015

Fred. Olsen Cruise Lines has launched its most exciting, innovative and unique cruise yet! *Braemar's* 15-night '[You Choose Your Cruise](#)' sailing, which departs from Southampton on 10th October 2015, is a brand-new concept for Fred. Olsen, and quite possibly within the cruise industry as a whole. Guests on board will get to 'tell the Captain where to go', as they vote for the next port of call as the cruise progresses, from two choices every 48 hours.

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

“This incredibly exciting and innovative cruise gives our guests the chance to ‘steer the ship’! At Fred. Olsen Cruise Lines, we are always striving to offer our guests a special cruise experience and I think that I can say with some confidence that this is certainly a very different type of holiday! And with a host of warm and sunny Mediterranean destinations to choose from, guests on board this fun cruise will not be disappointed!”

The first decision that guests will make on this ‘curiosity cruise’ is whether to point *Braemar* towards **Vigo** in Spain, or **Leixoes** in Portugal. Vigo is a fascinating old town where guests can visit the historic quarter, Cidade Vella, with its many narrow streets and quaint, interesting museums. From Leixoes, guests can visit Oporto – which was recently voted as the ‘Best European Destination 2014’ by European Consumers Choice – famous for its rich Port wine.

Next on this ‘first for Fred.’ cruise is a choice between Andalusian **Malaga** in Spain, where guests can visit the Alhambra Palace and Granada, or indulge in one of the local tapas bars, or they can opt for **Gibraltar**, with its unique blend of Anglo-Spanish culture and tax free shopping!

*Braemar* will then cruise to either the vibrant and cosmopolitan Gaudi-inspired city of **Barcelona** (Spain), where guests can enjoy some of the local bars and restaurants, or they can choose to visit traditional **Palamós**, on the Spanish Costa Brava.

The options continue, with a host of Spanish ports, choosing between either cultural **Valencia** or Mallorca’s cathedral city of **Palma**; then they must decide between the pleasant, ancient city of **Cartagena**, or the classic Costa Blanca harbour city of **Alicante**.

Guests will then pick between Andalusian **Cadiz** (Spain), for tours to beautiful Seville, with its traditional heritage of art and architecture, or opt to visit the Algarve region of Portugal, with a call into **Portimão**. In this western area of the Algarve, guests can take in the beautiful beaches or go shopping at one of the local boutiques.

The final choice for guests on this unusual cruise is the Galician city of **Ferrol** in Spain or **La Coruna**, also in Spain, with its stunning old town; from here, guests can take a tour to UNESCO-listed Santiago de Compostela Cathedral.

Prices for this intriguing ‘cruise with a difference’ start from just £1,199 per person, based on two adults sharing a twin, ‘Inside’ cabin, and include accommodation, all meals and entertainment on board, and port dues.

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 was 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’s Braemar was also recently announced as the top winner in *Cruise Critic’s* ‘Cruisers’ Choice 2014 Awards’ ‘Best Small Ship for Embarkation’ category.

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

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