



Fred.Olsen Cruise Lines

WORLDWIDE

CRUISE HOLIDAYS 2021-2022

TRAVEL TRADE INFORMATION



Visit fredolsencruises.com/agent, email
cruise.sales@fredolsen.co.uk or call 01473 746 164

BIG REASONS TO BOOK A SMALL SHIP CRUISE WITH FRED. OLSEN...

WIDE CHOICE OF DEPARTURE PORTS

Your guests can cruise with us from all over the UK. Our cruises depart regularly from Southampton, Dover, Liverpool, Newcastle and Rosyth.

We also offer fly-cruise itineraries across the globe and our river cruise programme offers guests the best of European river cruising.

AWARD-WINNING ITINERARIES

We pride ourselves on itineraries which play to the strengths of our smaller ships, taking guests to places that the bigger ships just can't go. Intricate waterways, canals and beautiful fjords are all accessible for us and our Suffolk based team have won *Cruise Critic's* award for Best Itineraries five years in a row.

REPEAT BOOKINGS FOR YOU

Book your customer onto a Fred. Olsen cruise and they'll have a lovely time.

We know from recent research that this means they are also more likely to book again with 58% of our guests sailing with us more than once. This compares to just 18% of guests for some other cruise lines.

GREAT VALUE CRUISES

We've found that there is a growing market of guests who are looking for a small ship cruising experience without the 6 star price tag. As a family-run company we offer excellent, friendly service to all of our guests. Our food is rated highly and served in an elegant environment.

AND GREAT FOR YOU

We want our trade partners to be successful. That's why we offer a great commission structure and regular incentives to support you and your teams.

We also place huge investment in the first hand education of our trade partners and offer the chance to join us on-board on our 'Freducational' cruises throughout the year.

WHY HAVE WE CHANGED OUR LOOK AND FEEL?

As you know, the cruise market is more crowded, more noisy and more competitive than it's ever been. We need to stand out more and be clearer about what Fred. Olsen offers and why it's special. We're aiming to attract guests who have cruised before (but not with us) by showing them the charm, warmth, and elegance that sits at the heart of our business.

1. SMALL, THEREFORE WE VISIT MORE INTERESTING PLACES

Our ships can reach locations that would be impossible for larger vessels. Low bridges, intricate fjords and narrow canals all conspire against big ships, leaving their passengers unable to visit many of the wonderful places that our guests enjoy.

- Get all the way into beautiful Norwegian fjords like Nærøfjord, Fjaerlandsfjord and Eresfjord
- Scenic cruising through Corinth Canal, Kiel Canal, River Seine, Loire River
- New for 2022 – visit an Orangutan sanctuary in Sandakan, Malaysia
- *Cruise Critic* award for Itineraries – winners five years in a row

2. SMALL, THEREFORE WE CAN GET MUCH CLOSER

Big ships often have to dock miles from the places they're visiting. Our ships, however, can dock right in the heart of some truly beautiful destinations

- Seville – right in the heart of the city. Larger ships have to dock at Cadiz (122km away)
- Helsinki – close to the market square
- Bordeaux – the city is at the end of the gangway
- Funchal and Gran Canaria – within walking distance of the city centre
- Copenhagen – a short walk from the Little Mermaid and Amalienborg Palace
- St. Petersburg – dock within view of the golden domed buildings
- Travemunde in Germany – alongside the promenade of this quaint seaside resort
- Take a trip on our onboard RIBs to get even closer





3. SMALL, THEREFORE WE CAN GET YOU ON AND OFF SHIP EASILY

Smaller ships have fewer passengers (never more than 1,200 for us) and smaller groups move more smoothly and efficiently. Which is why, on a Fred. Olsen cruise, you'll be able to see more, do more and enjoy more. All with a lot less hassle.

4. SMALL, THEREFORE WE CAN BE KINDER TO THE ENVIRONMENT

We believe in reducing our impact on the environment. Our smaller ships are powered by cleaner (and more expensive) fuel, and improved engineering has significantly reduced our waste. What's more (or what's less), we've banned single-use plastics from all of our ships. Minimising our environmental impact is a journey that never ends, we're always looking for greener ways to sail the ocean waves.

5. SMALL, SO YOU CAN ENJOY A MORE PERSONAL SERVICE ON BOARD

On our smaller ships, guests will experience levels of service that other ships may be too big or too busy to provide. Unlike them, we're not trying to deal with thousands of passengers, so we can provide a genuine and caring service for each guest.

We're a family-run business, not a giant corporation, so we take great pride in the way we look after our guests and go above and beyond the kind of service you can learn from a handbook or training course.

6. SMALL, SO YOU CAN EXPLORE MORE WHEN WE TAKE YOU ASHORE

As optional extras, we offer immersive shore tours where you “discover” rather than just “see”.

- St Petersburg, Russian Ballet – don’t just watch the ballet, meet the soloist after the performance
- Seville, – A Flamenco Experience – don’t just watch a Flamenco performance, learn the techniques from a flamenco dancer
- Olden, Norway – Briksdal Glacier National Park VIP – don’t just view Briksdal Glacier, explore the park with an Olden-born Professor of Geology
- Amsterdam, Tulip Fields, Farms & Festival – don’t just visit the Keukenhof Gardens, meet a 3rd generation tulip grower at a local tulip farm and discover more about the growing methods
- Alta, Norway – Sorrisniva & Ice Sculpting – don’t just visit the Sorrisniva Ice Hotel, have a tour with one of the sculptors, before creating your own ice masterpiece.

7. SMALL, SO WE CAN AVOID OVERCROWDING

On a Fred. Olsen ship, guests will have room to relax and enjoy themselves in a friendly and elegant atmosphere. And that amiable spirit continues ashore. Big ships often drop several thousands of people at one port, and suddenly the whole place is overrun.

With smaller ships and fewer guests, we can show more respect for the places we visit and for the people who live there.



"WHILE THE CRUISE INDUSTRY HAS GONE FOR BIGGER SHIPS BRIMMING WITH MORE AND MORE PEOPLE, WE'VE ALWAYS BELIEVED THAT SMALL IS BETTER"

2021-2022 WORLDWIDE

LAUNCH OFFER

To celebrate the launch of our new Ocean itineraries, we've created a special **Freedom Fare PLUS**, to give your customers even more reasons to book.

Book any 2021 or 2022 cruise by 5th May 2020
and benefit from the following;

Freedom Fare benefits
PLUS, ALL Tips included*

We'll take care of your Tips for the Cabin Stewardess
and Waiter for the duration of your cruise

PLUS, at least £50 per person to spend on board*

Book now and we'll arrange a minimum of £50 per person FREE On Board Spend
to be waiting in your cabin account when you get on board

*Exclusions apply, see website for full terms & conditions



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