

CAMPAIGN BRIEF

Turn of Year 2020-2021 Campaign extended to 1st March 2021 with NEW SOFT LAUNCH NORWAY SAILINGS

What are the validity dates for the offer?	The campaign will be valid on for new bookings made from Thursday 3rd December 2020 to <u>Monday 1st March 2021</u> .
NEW! Norway cruises launch 2022, included in the turn of year offer.	<p>We are pleased to launch a selection of new Norway cruises. On sale information as follows:</p> <ul style="list-style-type: none"> • Cruises will go on sale at 9am on 28th January exclusively for Oceans Members. • General sale will commence at 9am on 29th January. <p>Embargo on promotion until 28th January 2021</p>

Cruise Code	Itinerary	Departure date	Duration	Departure port	Prices from
L2208	Springtime Norwegian Fjords	6 th April 2022	7	Newcastle	£999pp
T2206	Springtime Norwegian Fjords	7 th April 2022	7	Southampton	£999pp
L2212	Springtime Fjords in Five Nights	27 th April 2022	5	Newcastle	£749pp
T2205	In Search of the Northern Lights	24 th March 2022	14	Southampton	£1,899pp
T2210	Springtime Norwegian Fjords	15 th May 2022	7	Southampton	£999pp
S2213	Springtime Fjords of Norway	25 th May 2022	9	Liverpool	£1,299pp
M2215	Springtime Fjords of Norway	26 th May 2022	7	Rosyth	£999pp

NB Full itineraries are included within this brief.

You can find copy, web and social assets to assist in promoting these cruises by clicking [here](#)

<p>What is the offer messaging to use?</p>	<p>Cruise from £599 per person</p> <p>PLUS your choice of</p> <p>FREE Drinks Package OR up to £600 per person on board spend.*</p> <p><small>*On board spend amount varies per cruise, some cruises are excluded, see terms & conditions for details, and website for full listing.</small></p> <p>PLUS:</p> <ul style="list-style-type: none"> ✓ Choose your cabin ✓ Choose your restaurant and dining time ✓ Low deposit – just 15% ✓ Priority booking for Shore Tours ✓ Priority on board arrival and departure ✓ Free shuttle bus to local centre (where operating) <p>AND: Fred. Olsen’s Plain Sailing Guarantee</p> <p>AND: Fred. Olsen’s Enjoyment Promise</p>
<p>How much on board spend applies?</p>	<p>FREE On Board Spend £20 per person per night: On Board Spend amount is £20 per person per night, determined by the total duration of the cruise, and applies to a maximum of two guests per cabin. T’s and c’s apply.</p>
<p>Are there any solo offers?</p>	<p>Solo offers available on selected cruises & cabins**</p> <p><i>N.B. NOT ALL MESSAGES NEED TO BE COMMUNICATED AT SAME TIME – e.g. Solo offer message specific to specific cruises; when using “Cruise from £599 pp” message, cruises should be referenced.</i></p>
<p>Which sailings are included?</p>	<p>All scheduled cruises included in promotion:</p> <p><u>Bolette</u> T2113, T2114, T2115, T2116, T2117, T2118, T2119, T2120, T2121, T2122, T2123, T2124, T2125, T2126, T2127, T2128, T2129, T2130, T2202, T2204 and T2205, T2206, T2210 new sailings.</p> <p><u>Borealis</u> S2110, S2111, S2112, S2113, S2114, S2115, S2116, S2117, S2118, S2119, S2120, S2121, S2122, S2123, S2124, S2125, S2126, S2127, S2128, S2129, S2203, S2206, S2210 and S2213 new sailing</p> <p><u>Balmoral</u> L2118, L2119, L2120, L2121, L2122, L2123, L2124, L2125, L2126, L2127, L2128, L2129, L2130, L2131, L2132, L2134, L2135, L2136, L2137, L2138, L2139, L2201, L2202, L2203, L2204, L2205, L2206, L2211 and L2208, L2212 new sailings.</p> <p><u>Braemar</u> M2215 new sailing</p> <p>Solo offers on following cruises: (NOT combinable with FREE AI or On board spend offer) T2123, T2129, T2202 S2122, S2128 / L2110, L2118, L2123, L2128.</p>

<p>Is the campaign based on Freedom or Saver fare?</p>	<p>Each cruise based on current selling price (Freedom Fare terms & conditions). Saver fares excluded from FREE Drinks or On board spend offer.</p>
<p>Which cruises is the £599 pp pricing based on?</p>	<p>Cruise from £599 per person message based on two sharing/twin occupancy of an interior cabin on cruises: S2111, L2134, T2126, S2127 & L2139, therefore should only be used in conjunction with promoting one of these cruises that start from £599pp (subject to availability).</p>
<p>What are the terms and conditions of the campaign?</p>	<p>These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions, which are available on our website, and on request. Both must be read before booking. Fares are per person, based on standard occupancy of the lead-in cabin of named category, subject to availability. 'PP' is per person. Information shown is correct at time of going to print (November 2020), but fares are capacity controlled and may change at any time. Call for latest prices. All offers may be withdrawn or amended at any time without prior notice, cannot be combined, are subject to availability and cannot be applied retrospectively. Cruise descriptions (and images in the email) include optional, chargeable experiences that may be enjoyed independently and/or with optional Fred. Olsen Shore Tours. Shore Tours are subject to availability and service operation. We reserve the right to amend itineraries for operational reasons. Some ports may be at anchor, intermediate days are at sea. E&OE.</p> <p>*From price of £599 per person applies to cruises S2111, L2134, T2126, S2127 & L2139, based on two sharing an interior twin cabin, and is subject to availability.</p> <p>*Choose either FREE All Inclusive Drinks Upgrade or FREE On Board Spend, applicable to new bookings only, made between 03/12/20 and 01/03/21 inclusive, for Ocean departures of five nights to 30 nights, up to May 2022, inclusive, as highlighted on FredOlsencruises.com. Offer excludes charters, exclusive sailings, Tour Operator holidays and cruises S2107, S2204, S2205, and T2203. Freedom fare terms and conditions apply. Offer is capacity controlled.</p> <p>In addition to above:</p> <p>FREE All Inclusive Drinks Upgrade: offer applicable on selected sailings. Free drinks upgrade package comprises of selected house beers, wines, spirits and soft drinks – for terms & conditions, see website. Not combinable with any other offer, including, but not limited to Solo offers, Saver Fares - with the exception of Enjoyment Promise.</p> <p>FREE On Board Spend £20 per person per night: On Board Spend amount is £20 per person per night, determined by the total duration of the cruise, and applies to a maximum of two guests per cabin. Spend is non-transferable and no refunds will be given for the credit amount shown. No cash alternative will be given for unused Spend. Complimentary or chargeable upgrades will not alter the On Board Spend value, where applicable.</p> <p>E&OE.</p>
<p>What are the terms and conditions of the Solo offer?</p>	<p>**Solo offer: applicable to new bookings only, made between 03/12/20 and 01/03/21 inclusive, on selected departures and grades, as highlighted on FredOlsencruises.com. Solo offer is subject to availability and is capacity controlled. Not combinable with any other offer, including, but not limited to Free Drinks or On board Spend offer, and Saver Fares - with the exception of Plain Sailing Guarantee & Enjoyment Promise. E&OE.</p>

L2208**Springtime Norwegian Fjords - 6th April 2022 7 nights from Newcastle**

Day	Date	Location	Country
1	06-Apr-2022	Port of Tyne, England	United Kingdom
2	07-Apr-2022	Pilot Station Feistein	Norway
2	07-Apr-2022	Cruising Lysefjord	Norway
3	08-Apr-2022	Cruising Maurangerfjord	Norway
3	08-Apr-2022	Cruising Hardangerfjord	Norway
3	08-Apr-2022	Eidfjord, Hardangerfjord	Norway
4	09-Apr-2022	Bergen	Norway
5	10-Apr-2022	Olden, Nordfjord	Norway
5	10-Apr-2022	Cruising Nordfjord & Innvikfjorden	Norway
5	10-Apr-2022	Cruising by Hornelen, Nordfjord	Norway
6	11-Apr-2022	Åndalsnes, Romsdalfjord	Norway
6	11-Apr-2022	Pilot Station Breisundet	Norway
7	12-Apr-2022	- cruising -	At sea
	13-Apr-2022	Port of Tyne, England	United Kingdom

T2206**Springtime Norwegian Fjords - 7th April 2022 7 nights from Southampton**

1	07-Apr-22	Southampton, England	United Kingdom
2	08-Apr-22	- cruising -	At sea
3	09-Apr-22	Pilot Station Feistein	Norway
3	09-Apr-22	Cruising Lysefjord	Norway
4	10-Apr-22	Olden, Nordfjord	Norway
4	10-Apr-22	Cruising Nordfjord & Innvikfjorden	Norway
4	10-Apr-22	Cruising by Hornelen, Nordfjord	Norway
5	11-Apr-22	Flåm, Aurlandsfjord	Norway
5	11-Apr-22	Cruising Sognefjord	Norway
5	11-Apr-22	Cruising Fjærlandsfjorden	Norway
6	12-Apr-22	Bergen	Norway
6	12-Apr-22	Pilot Station Marstein	Norway
7	13-Apr-22	- cruising -	At sea
	14-Apr-22	Southampton, England	United Kingdom

T2210**Springtime Norwegian Fjords - 15th May 2022 7 nights from Southampton**

Day	Date	Location	Country
1	15-May-2022	Southampton, England	United Kingdom
2	16-May-2022	- cruising -	At sea
3	17-May-2022	Pilot Station Feistein	Norway
3	17-May-2022	Cruising Lysefjord	Norway
3	17-May-2022	Cruising Jønsen fjord	Norway
4	18-May-2022	Eidfjord, Hardangerfjord	Norway
4	18-May-2022	Cruising Hardangerfjord	Norway
4	18-May-2022	Cruising Maurangerfjord & Furebergfossen	Norway
5	19-May-2022	Olden, Nordfjord	Norway
5	19-May-2022	Cruising Nordfjord & Innvikfjorden	Norway
5	19-May-2022	Cruising by Hornelen, Nordfjord	Norway
6	20-May-2022	Haugesund	Norway
7	21-May-2022	- cruising -	At sea
	22-May-2022	Southampton, England	United Kingdom

T2205**In Search of the Northern Lights - 24th March 2022 14 nights from Southampton**

Day	Date	Location	Country
1	24-Mar-2022	Southampton, England	United Kingdom
2	25-Mar-2022	- cruising -	At sea
3	26-Mar-2022	Bergen	Norway
4	27-Mar-2022	- cruising -	At sea
5	28-Mar-2022	Cross Arctic Circle, Vikingen Isl 66N13E	Norway
5	28-Mar-2022	Bodø	Norway
6	29-Mar-2022	- cruising -	At sea
6	29-Mar-2022	Cruising Devils Jaw (Djevelens Tanngard)	Norway
7	30-Mar-2022	Alta, Finnmark	Norway
8	31-Mar-2022	Alta, Finnmark	Norway
8	31-Mar-2022	Cruising Øksfjorden, Troms og Finnmark	Norway
8	31-Mar-2022	Cruising Jøkelfjorden, Troms og Finnmark	Norway
9	01-Apr-2022	Tromsø	Norway
10	02-Apr-2022	Tromsø	Norway
11	03-Apr-2022	- cruising -	At sea
12	04-Apr-2022	Ålesund	Norway
13	05-Apr-2022	- cruising -	At sea
14	06-Apr-2022	- cruising -	At sea
	07-Apr-2022	Southampton, England	United Kingdom

L2212**Springtime Fjords in Five Nights - 27th April 2022 5 nights from Newcastle**

Day	Date	Location	Country
1	27-Apr-2022	Port of Tyne, England	United Kingdom
2	28-Apr-2022	Pilot Station Feistein	Norway
2	28-Apr-2022	Cruising Lysefjord	Norway
3	29-Apr-2022	Bergen	Norway
4	30-Apr-2022	Eidfjord, Hardangerfjord	Norway
4	30-Apr-2022	Cruising Hardangerfjord	Norway
4	30-Apr-2022	Furebergfoss waterfall, Maurangerfjorden	Norway
5	01-May-2022	Pilot Station Koppervik No. 3	Norway
5	01-May-2022	- cruising -	At sea
	02-May-2022	Port of Tyne, England	United Kingdom

S2213**Springtime Norwegian Fjords - 25th May 2022 9 nights from Liverpool**

Day	Date	Location	Country
1	25-May-2022	Liverpool, England	United Kingdom
2	26-May-2022	Belfast, Northern Ireland	United Kingdom
3	27-May-2022	- cruising -	At sea
4	28-May-2022	Olden, Nordfjord	Norway
4	28-May-2022	Cruising Nordfjord & Eidsfjorden	Norway
4	28-May-2022	Cruising by Hornelen, Nordfjord	Norway
5	29-May-2022	Flam, Aurlandsfjord	Norway
5	29-May-2022	Cruising Nærøyfjord to Dyrdal	Norway
5	29-May-2022	Cruising Sognefjord	Norway
5	30-May-2022	Eidfjord, Hardangerfjord	Norway
6	30-May-2022	Cruising Hardangerfjord	Norway
6	30-May-2022	Cruising Maurangerfjord & Furebergfoss	Norway
7	31-May-2022	Bergen	Norway
8	01-Jun-2022	Lerwick, Shetland Islands, Scotland	United Kingdom
9	02-Jun-2022	- cruising -	At sea
	03-Jun-2022	Liverpool	United Kingdom

M2215**Springtime Norwegian Fjords - 26th May 2022 7 nights from Rosyth**

1	26-May-2022	Rosyth	United Kingdom
2	27-May-2022	Cruising Lysefjord	Norway
3	28-May-2022	Cruising Karmsund	Norway
3	28-May-2022	Haugesund	Norway
3	28-May-2022	Cruising Akrafjord & Langfoss Waterfall	Norway
4	29-May-2022	Eidford & Hardangerfjord	Norway
4	29-May-2022	Cruising Hardangerfjord	Norway
4	29-May-2022	Cruising Maurangerfjord & Furebergfossen	Norway
5	30-May-2022	Olden, Nordfjord	Norway
5	30-May-2022	Cruising Nordfjord & Innvikfjorden	Norway
5	30-May-2022	Cruising by Hornelen, Nordfjord	Norway
6	31-May-2022	Alesund	Norway
6	31-May-2022	Cruising Hjørundfjord	Norway
7	01-Jun-2022	- cruising -	At sea
	02-Jun-2022	Rosyth	United Kingdom