

**Fred. Olsen Cruise Lines – sample copy**

**The purpose of this little pack, is to give you some useful phrases, paragraphs and words that best describe Fred. Olsen’s way of cruising. You can use this copy directly on your website or in your marketing - or if you would prefer, use it as a starting point for writing about us in your own tone of voice.**

**The document is structured in different sections to make it easy to find what you are looking for.**

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**Introduction to Fred. Olsen – what makes us different**

As a family-run cruise line, Fred. Olsen really take your experience personally. While the rest of the cruise industry has gone for bigger ships, Fred. Olsen has always believed that smaller is better. They have less guests on board so the service is personal and the atmosphere is warm and civilised. Their elegant, smaller ships can reach places the bigger ships cannot and are able to dock at smaller ports in more interesting places. This passion for cruising has led to them having more returning guests than any other cruise line.

Fred. Olsen Cruise Lines has a small team of specialist itinerary planners. They take great pride in hand-crafting each journey, to ensure they show their guests hidden gems as well as highlights on each of their sailings. It is a passion that has won them the Cruise Critic award for Best Itineraries every year since 2015.

With Fred. Olsen Cruise Lines, you can sail from eight regional UK ports to hundreds of destinations around the world on their elegant, smaller-sized ships. For most of the year, the ships are based in the UK, with cruises departing from Rosyth (Edinburgh), Newcastle, Liverpool, Dover, Southampton, Portsmouth, Tilbury (London) and Belfast. In the winter they also offer a fly cruising programme to the Caribbean and Mediterranean.

**If you only have a small space:**

The Fred. Olsen fleet of smaller ships can reach places the bigger ships cannot and are able to dock at smaller ports in more interesting places. With less guests on board, the atmosphere is warm and civilised, and the service is more personal. This passion for cruising has led to them having more returning guests than any other cruise line.

**The Fred. Olsen fleet**Fred. Olsen Cruise Lines believe smaller is better. The smaller size of their ships allows them access to places larger ships simply cannot reach, such as journeying through the impressive Corinth Canal, along beautiful narrow Norwegian fjords and via size-restricted waterways into the heart of fascinating cites.  
  
**If you only have a small space:**

Fred. Olsen has a fleet of four elegant smaller ships.  
  
Fred. Olsen love nothing more than exploring size-restricted waterways with their smaller ships.

**Individual ship profiles:**

***Bolette*:**With just 690 cabins *Bolette* fits perfectly in Fred. Olsen’s fleet of smaller ships. She has a warm, welcoming atmosphere, timeless style, and plenty of open deck space. With two speciality restaurants, a selection of elegant bars and lounges as well as a relaxing spa, gym and two swimming pools, her smaller size does not mean a compromise on facilities.

***Borealis*:**  
Sister-ship to *Bolette,* *Borealis*’ high speeds are perfectly suited for taking guests on a journey around the globe, enabling exploration in more ports in a shorter duration. Her smaller size, spacious public areas, open deck spaces and impressive array of restaurants, lounges and facilities make her perfect for longer voyages, and shorter journeys alike.

***Balmoral:***Beautiful *Balmoral* is small enough to navigate some of Europe’s most picturesque waterways so guests can enjoy hours of scenic cruising. *Balmoral* retains a warm, civilised atmosphere and features comfortable accommodation, stylish restaurants and plenty of open deck space.

***Braemar:****Braemar* is the smallest ship in the Fred. Olsen fleet, which means she can get even closer to many of the destinations they visit. Her smaller size means she can sail narrow waterways, such as the Corinth Canal, and dock closer to city centres. Her large picture windows and open deck spaces offer striking scenic views.

**The on board experience**Fred. Olsen believe a cruise is different to a holiday. A cruise is about the joy of the journey, as well as the destinations guests can visit, and exploring the world from the wonderful vantage point of the ship and the sea.  
  
That is why their onboard experience is different to other cruise lines. They want you to get beyond the standard tourist perspective, so you can discover real insights about the culture and nature of the places you are visiting.

**New for 2023 sailings - Journey Navigators**  
  
Unique to Fred. Olsen Cruise Lines and joining them on all cruises from 2023, Journey Navigators will be on board to entertain and inspire, with their insights and stories. They will host talks, presentations and private lunches, and are available to anyone who wishes to find out more about their journey. And please don't worry, if sitting and relaxing is what you are on the cruise to do, that's fine too.

You will find these Journey Navigators, (including a Nature Scout, Culture Curator,

Entertainment Host and Maritime Guide), on board every Fred. Olsen ship.

**More information on each of the Journey Navigators**  
  
Nature Scouts

Nature Scouts are hired by Fred. Olsen for their expertise and passion for the natural world. They are on board to share their knowledge with you, helping you enjoy the natural beauty of the places they visit in a more informed and interesting way. You will often find them on deck, sometimes with visiting specialist speakers, keen to point out and discuss the most interesting aspects of the journey and help guests spot sea life.

On each Fred. Olsen ship, you will also find RIBs (Rigid Inflatable Boats). On selected cruises, the Nature Scouts will join smaller groups on these for Scenic Safaris which allow guests to explore even closer to the coastline.  
  
Culture Curator  
There aren’t any humdrum lectures on board a Fred. Olsen ship. Instead, their charming Culture Curators help to deliver a programme of visiting speakers and inspirational activities to deepen your understanding of cultural, artistic and historical stories in the destinations they visit. They host talks in The Neptune Lounge and in The Auditorium. For any guests who want to go even further, they will also host private breakfasts and lunches in smaller groups which will give them the chance to chat to them personally.

Entertainment Host

The Entertainment Hosts are there to ensure your days and nights can be filled with an exciting programme of live music, dancing, quizzes, competitions and all other forms of fun and games on every cruise.

Maritime Guide

The Olsen family have been in shipping for nearly 200 years. The Maritime Guides on each of their ships love to share that history with you. From hosting Bridge and Galley Tours to delving below deck and hosting Q&A sessions with key members of their crew, they are on board to bring maritime traditions and the workings of their smaller ships to life.

**Fred. Olsen Cruise Lines Signature Experiences – new for 2023**

Fred. Olsen have designed five new signature experiences for 2023 which you will find on every sailing.

Each has been created to ensure those who love to travel get the most out of their journey and the destinations on their cruise:

1. You can join fascinating talks as part of their **Itinerary Insights** programme. From lively lectures to smaller entertaining talks you can find out all about the culture, history, architecture and hidden gems of the places you will visit.
2. The **Sky At Sea** sessions will invite you out on deck to enjoy sunrise and sunset events. You can also go along to the Stargazing sessions where you can sit back on the open deck, snuggled up in a warm blanket with a hot chocolate or toddy and listen as their Nature Scout or visiting Astronomers bring the night sky to life.
3. During their **Treats of the Region** cookery demonstrations, chefs will show you how to prepare local dishes. You will also have the chance to taste local delicacies which are on the menu for lunch and dinner.
4. You don’t just travel from A to B with Fred. Olsen, their cruises are planned with **Scenic Discovery** routes in mind. These routes are designed to take in all the islands, ports, waterways, lochs and lakes, fjords and interesting seascapes that are out there. You can also join their team for interesting talks or out on deck where they will point out the geology and wildlife you are passing along the way.
5. As a family-run business with almost 200 years of maritime history, Fred. Olsen are perfectly placed to show you what it takes to run a cruise ship. They have a programme called **The Ship and The Sea** where you can join their friendly Maritime Guide to explore the ship on a small private tour or join in with their “Audience With” interviews with the Captain and Officers on board.

**Dining**

**General:**  
  
Fred. Olsen’s team of talented chefs are passionate about creating great food. Their vibrant choice of dishes means you can enjoy everything from British favourites to exciting new tastes from around the world and specialities from the destinations you are visiting.

On board bakers and pastry chefs ensure freshly made breads, pastries, cakes and biscuits are available each day.

Sommeliers are on hand to help you choose the perfect wine or champagne to accompany their meal and they love to create signature cocktails from the regions being visited.  
  
**Main restaurants:**  
The elegant main restaurants are at the heart of the Fred. Olsen dining experience and are open for breakfast, lunch and dinner.

Every evening, enjoy a delicious five-course à la carte menu. Changing daily, guests will find options including steaks, seafood, freshly made soups, pasta and salads. They also feature regional dishes, so you will have the chance to experiment with local cuisines alongside their usual favourites.

For a more relaxed experience, guests can visit the buffet restaurant where they will find a delicious choice of freshly prepared options each day.  
  
**Speciality restaurants:**Colours & Tastes – Fred. Olsen’s Colours & Tastes restaurant features a tempting variety of Asian Fusion dishes, from spiced grilled meats and seafood to gyozas, dim sum and sushi. Located on board Bolette, Borealis and Balmoral.  
  
Vasco - Named after the famous explorer Vasco Da Gama, Vasco offers a fresh and modern take on Indian cuisine. The menu is inspired by their chefs from Goa and focuses on the unique culinary traditions of this area – a place where the tastes of Europe first met the tropical warmth and spices of western India. Located on board Bolette, Borealis and Balmoral.

**Explore the World, The Olsen Way**

**Destinations overview:**

Fred. Olsen Cruise Lines are famous for their hand-crafted and innovative itineraries. They have won the Cruise Critic Best Itineraries award every year since 2015. Their dedicated team of Journey Planners are passionate about travel and craft interesting itineraries which visit a mixture of popular ports and hidden gems.  
  
Along with researching every port in detail, their team plan a range of sailings that coincide with seasonal and special events, such as the Midnight Sun and the Northern Lights, or to catch the waterfalls of Norway at their strongest in the spring.

**Regional departures:**Sailing from a port near you.

To make things nice and easy, Fred. Olsen plan their itineraries to sail from around the UK. In 2023 and 2024, they will depart from six local ports: Rosyth (Edinburgh), Newcastle, Liverpool, Tilbury (London), Dover and Southampton. So you are never too far away from joining a Fred. Olsen cruise.