



Fred.Olsen Cruise Lines

CRUISE SALE TOOLKIT - FEBRUARY

TRADE GUIDE

PURPOSE

The purpose of this document is to advise our valued trade partners of our extended turn of year Cruise Sale for February 2023 and provide all links to assets to assist your marketing plans.

PROCESS

We'll share dates, promotional embargo, our lead creative and where to locate and download all the print & digital assets available to you for use in your own consumer facing activities. Plus, some useful copy for you to use.

We've also shared some information on our cruise audience – which will help you identify both existing type of Fred. Olsen guests, and new to Fred. – and 'why Fred.' offers what these guests are looking for.

PAYOFF

Your marketing & sales teams will have greater understanding of the Fred. Olsen customer.

You will have access to both print & digital assets, all campaign information and messaging, included product and timelines all in one handy easy reference document, all designed to help you be more successful with your own consumer facing marketing activity throughout February.



CRUISE SALE

Sail from £599_{pp}

For a limited time, enjoy
Free Drinks or On Board Spend
on selected cruises

WE ARE FAMILY-RUN
PROUD TO
SAIL OUR OWN
COURSE
WE DO THINGS THE OLSEN WAY

HURRY, ENDS 28TH FEBRUARY

THE CAMPAIGN

You might be wondering...	Answer...
When does the campaign start and finish?	Wednesday 1 st February until Tuesday 28 th February
Is there a promotional embargo?	Yes – Wednesday 1 st February
Which cruises do these offers apply to?	Selected 2023 sailings –details further down.
Is the campaign offer based on Freedom or Saver fares?	<p>Campaign offer of Free drinks package or Free On board spend based on Freedom fare terms & conditions.</p> <p>Saver fares are excluded from the Free drinks package or Free On board spend offer.</p>

OUR 'ENTHUSIAST' AUDIENCE

Interests include:

Culture / Local Art and Literature / Nature / Wildlife

They are concerned the cruise market is changing, big American style ships taking over, they prefer the smaller ships which provide a more personal service

Looking for:

Interesting talks / Information on destinations visiting / classes and workshops



WHY FRED.

Imaginative and
unusual
itineraries

We believe
smaller is better

Family-run and
determined to
do things a
different way

The on board
experience re-
imagined

THE OFFERS

Cruises from £599pp
on selected 2023
sailings

Cruises from £849
for solo guests on
selected 2023

Free
Drinks Package

OR

Free
On Board Spend

1st – 28th February 2023

OUR CREATIVE

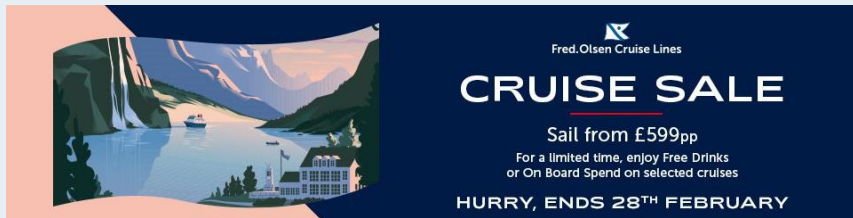


< 'Adieu' Headline font

< 'Museo Sans' body copy font

< New 'flag' shape & updated illustration

DIGITAL & PRINT ASSETS



Variety of digital & print assets available [here](#)

OUR PROMISE TO OUR GUEST



Download The Olsen Way asset [here](#)

OUR PROMISE TO YOU

We know that trying a new cruise line can sometimes feel a little risky, especially if you have enjoyed sailing with others. We are so confident you will enjoy the way we cruise, that we make you a promise. If after a couple of days on board you find that it is not right for you, we will fly you home at our expense from the next available port and your cruise fare will be refunded in full.

Terms & conditions: The Olsen Way Promise excludes Party Nights and cruises for 4 or less nights. The promise only applies to bookings made for departures more than 12 weeks ahead. The Olsen Way Promise only applies to Passengers who have contracted with FOCL and excludes cruises on vessels operated by FOCL but booked through third Party operators. Should you wish to invoke the Olsen Way Promise, you will need to inform Guest Relations within 48 hours of the Vessel's departure from the original port of embarkation at the latest. FOCL will arrange and pay for a flight and/or transport back to the UK. FOCL will refund the cruise cost only but will not refund other costs.

THE CRUISES - BOREALIS

Cruises in **bold** denote Solo Traveller offer available.

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
S2308	13-May-2023 Southampton	Mighty Waterfalls & Norwegian Fjords	7	£999	£105
S2308R09	20-May-2023 Southampton	Renaissance Italy, the Adriatic & Amalfi Coast	27	£4,599	£375
S2309	22-May-2023 Liverpool	Renaissance Italy, the Adriatic & Amalfi Coast	25	£4,199	£375
S2310	16-Jun-2023 Liverpool	Whales, Waterfalls & Geysers of Iceland	10	£1,599	£150
S2311	26-Jun-2023 Liverpool	Scenic Isles of Scotland	8	£1,299	£120
S2312	4-Jul-2023 Liverpool	Exploring Northern Norway – the Land of the Midnight Sun	15	£2,199	£225
S2313	19-Jul-2023 Liverpool	Scenic Summertime Norwegian Fjords	8	£1,299	£120
S2314	27-July-2023	Scenic Irish Isles & Cities of Ireland	8	£1,299	£120
S2314BEL	27-Jul-2023 Liverpool	Scenic Irish Isles & Cities of Ireland	7	£1,299	£120

THE CRUISES - BOREALIS

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
S2315	4-Aug-2023 Liverpool	Exploring Rugged & Remote Greenland & Iceland	14	£2,299	£210
S2316	18-Aug-2023 Liverpool	Scenic Summertime Norwegian Fjords	8	£1,299	£120
S2317	26-Aug-2023 Liverpool	Bank Holiday Escape to Scenic Scotland	5	£799	£75
S2318	31-Aug-2023	Natural Wonders of Iceland	9	£1,499	£135
S2319	9-Sep-2023 Liverpool	Classic Scenic Norwegian Fjords	8	£1,299	£120
S2320	17-Sep-2023 Liverpool	Discovering the Scenic Amalfi Coast	16	£2,699	£240
S2321	3-Oct-2023 Liverpool	Canada in the Fall	19	£3,399	£285
S2321BEL	3-Oct-2023 Liverpool to Belfast	Canada in the Fall	18	£3,299	£270
S2322	22-Oct-2023	Touring Southern Spain, Portugal & Gibraltar	10	£1,299	£150

THE CRUISES - BOREALIS

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
S2323	1-Nov-2023 Liverpool	The Azores with the Fleet in Funchal	14	£1,999	£210
S2324	15-Nov-2023 Liverpool	Classic Caribbean Islands	29	£3,599	£435
S2325	14-Dec-2023 Liverpool	Classic Christmas Markets	8	£1,099	£120
S2326	22-Dec-2023 Liverpool	Christmas Celebrations in the Canaries	14	£2,699	£210

THE CRUISES - BOLETTE

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
T2309	11-Apr-2023 Newcastle	Exploring the Nordic Capitals	10	£1,199	£150
T2310	21-Apr-2023 Newcastle	Classic Norwegian Fjords	7	£1,099	£105
T2311	28-Apr-2023 Newcastle	Antwerp & Amsterdam In Five Nights	5	£599	£75
T2312	3-May-2023 Newcastle	Historical Old Towns of Northern Europe	10	£1,299	£150
T2313	13-May-2023 Newcastle	Scenic Isles & Lochs of Scotland	7	£1,099	£105
T2314	20-May-2023 Newcastle	Classic Norwegian Fjords	7	£1,149	£105
T2315	27-May-2023 Newcastle	Norwegian Fjords Bank Holiday Escape	5	£799	£75
T2316	1-Jun-2023 Newcastle	Exploring the Arctic	23	£3,599	£345
T2317	24-Jun-2023 Newcastle	Scenic Summertime Norwegian Fjords	7	£1,299	£105

THE CRUISES - BOLETTE

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
T2318	1-Jul-2023 Newcastle	Summertime in Lapland & Scandinavia	14	£2,099	£210
T2319	15-Jul-2023 Newcastle	Scenic Isles of Scotland	10	£1,599	£150
T2320	25-Jul-2023 Newcastle	Discover the Scandinavian Capitals	12	£1,799	£180
T2321	7-Aug-2023 Dover	Isles of Scotland & the Faroes	6	£999	£90
T2322	13-Aug-2023 Southampton	Wonders & Wildlife Of The Azores & Madeira	12	£1,899	£180
T2323	25-Aug-2023 Southampton	Bank Holiday Break to Spain	5	£799	£75
T2324	30-Aug-2023 Southampton	Norway's Mountains & Scenic Fjords	8	£1,299	£120
T2325	7-Sep-2023 Southampton	Scenic British Isles	11	£1,799	£165
T2326	18-Sep-2023 Southampton	Exploring the Balkans & Adriatic With Venice	26	£4,199	£390

THE CRUISES - BOLETTE

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
T2327	14-Oct-2023 Southampton	Volcanic Islands of the Canaries, Azores & Madeira	15	£1,999	£225
T2328	29-Oct-2023 Southampton	Spain & Portugal with the Fleet in Funchal	15	£2,099	£225
T2329	13-Nov-2023 Southampton	Discover Northern Spain	6	£499	£90

THE CRUISES - BALMORAL

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
L2307	11-Apr-2023 Southampton	Cities Of Germany via The Kiel Canal	8	£999	£120
L2308	19-Apr-2023 Southampton	French Rivers of Normandy and Bordeaux	9	£1,199	£135
L2309	28-Apr-2023 Southampton	Bank Holiday Escape To The Netherlands	5	£599	£75
L2310	3-May-2023 Southampton	Scenic Isles Of Scotland	9	£1,299	£135
L2311	12-May-2023 Southampton	Cultural Capitals, Kiel Canal & Stockholm Archipelago	14	£1,799	£210
L2312	26-May-2022 Southampton	Bank Holiday Escape To Cornwall And Scilly Isles	5	£799	£75
L2313	2-Jun-2023 Rosyth	Medieval Old Towns & the Stockholm Archipelago	13	£1,699	£195
L2314	15-Jun-2023 Rosyth	Scenic Isles Of Scotland	7	£1,149	£105
L2315	22-Jun-2023 Rosyth	German Cities With Kiel Week Regatta	10	£1,599	£150

THE CRUISES - BALMORAL

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
L2316	2-Jul-2023 Rosyth	Experience the Traditions of Spain & Portugal	17	£2,499	£255
L2317	19-Jul-2023 Rosyth	Rugged & Remote Spitsbergen With The Midnight Sun	15	£2,399	£225
L2318	3-Aug-2023 Rosyth	Summertime Norwegian Fjords In Five Nights	5	£799	£75
L2319	8-Aug-2023 Rosyth	Highlights & Hidden Gems Of The Norwegian Fjords	8	£1,299	£120
L2320	16-Aug-2023 Rosyth	Discovering Scandinavia's Viking Heritage	9	£1,399	£135
L2321	26-Aug-2023 Newcastle	Norwegian Fjords Bank Holiday Escape	5	£799	£75
L2322A	31-Aug-2023 Newcastle	Scenic Waterways & Archipelagos of Sweden	11	£1,599	£165
L2322B	13-Sep-2023 Southampton	Whales, Waterfalls & Geysers Of Iceland	13	£1,999	£195
L2324	30-Oct-2023 Southampton	The Canary Islands With The Fleet In Funchal	15	£2,099	£225

THE CRUISES - BALMORAL

Cruise ID	Departure date & port	Itinerary	Nights	Prices from per person	*On Board Spend per person
L2325	14-Nov-2023 Southampton	Discovering The Ancient Mediterranean	16	£1,999	£240
L2326	30-Nov-2023 Southampton	Winter Warmth In The Canaries	13	£1,499	£195
L2327	13-Dec-2023 Southampton	European Christmas Markets	8	£1,099	£120
L2328	21-Dec-2023 Southampton	In Search Of The Northern Lights At Christmas	14	£2,699	£210
L2411	26-Apr-2024 Newcastle	Mighty Waterfalls & Norwegian Fjords	7	£1,099	£105
L2412	3-May-2024	Springtime Norwegian Fjords In Five Nights	5	£799	£75

*On Board Spend amount per person if selected as added value benefit.

SOLO TRAVELLER OFFER

Cruises from £699 for solo guests on selected 2024 sailings

Cruise ID	Ship	Departure date & port	Itinerary	Nights	Prices from
S2407A	<i>Borealis</i>	17-April-2024 Southampton	Discovering Scandinavian Islands & Capitals	15	£2,949
T2403	<i>Bolette</i>	20-Feb-2024 Southampton	Dutch Waterways in Five Nights	5	£699
T2405	<i>Bolette</i>	28-March-2024 Southampton	Easter Escape to Germany & The Lowlands	7	£1,599
L2401	<i>Balmoral</i>	4-Jan-2024 Southampton	New Year Escape to the Canaries	14	£3,099
L2402	<i>Balmoral</i>	18-Jan-2024 Southampton	Discovering Cultural Morocco	14	£2,499
L2408	<i>Balmoral</i>	28-March-2024 Newcastle	Scandinavian Easter City Break	5	£1,199
L2410	<i>Balmoral</i>	17-April-2024 Newcastle	Natural Wonders of Iceland	9	£2,399

Book by 28th February 2023

USEFUL COPY

“Fred. Olsen Cruise Lines have some incredible hand-crafted itineraries coming up this year. Each sailing includes their new Joy of the Journey programme, so you can enjoy their Signature Experiences on board. From Itinerary Insights with specialist guest speakers and Treats of the Region culinary demonstrations of local food and drink, to Scenic Discoveries on deck as we sail between ports of call; Fred. Olsen enjoy the journey as much as they do the destinations.

Their Journey Planners have been working hard to ensure that whether you are interested in nature and wildlife, like sailing through the beautiful Norwegian Fjords, searching for whales in Iceland or exploring the craggy coastline of the British Isles, or you would like to delve a little deeper into the history and culture of the places they are visiting, you will find the perfect cruise for you.

Plus, if you book on selected 2023 cruises by 28th February, you can choose to add a FREE Drinks Package or FREE On Board Spend — and with cruises starting from just £599pp, now is the perfect time to book something to look forward to! ”

TERMS & CONDITIONS

These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions, which are available on our website, fredolsencruises.com, 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 (Jan 2023), 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.

*From price of £599 per person is based on two sharing an interior twin cabin, on cruises L2309 & T2329, and is subject to availability, and capacity controlled.

Free drinks package or free on board spend offer: applicable to new bookings only, made between 01/02/23 and 28/02/23 inclusive, for five to 29 night cruises sailing from the UK, departing in 2023, as highlighted on FredOlsencruises.com. Offer excludes fly-cruises and cruises less than five or more than 29 nights in duration. Guests may choose either Free drinks package or on board spend per person, on applicable cruises. Freedom fare terms and conditions apply. Offer is capacity controlled. Saver fares, charters, exclusive sailings, & Tour Operator holidays are excluded from the offer.

****Solo Traveller offer:** From price of £849 based on a Solo Traveller in a single interior cabin on cruise L2309, applicable on selected 2023 departures and grades, as highlighted on FredOlsencruises.com. Solo Traveller offer is subject to availability and capacity controlled.

In addition to above:

FREE Drinks package: Free drinks package comprises of selected house beers, wines, spirits and soft drinks – for terms & conditions, click here (hyperlink)/see FredOlsencruises.com.

FREE Onboard spend: Free On Board Spend amount is per person (pp), up to two guests per cabin, at £15 per person per night. On Board Spend is non-transferable, no refunds will be given for the credit amount shown, and no cash alternative will be given for unused money.

*****Solo Traveller offer:** From price of £699 based on a Solo Traveller in a single interior cabin on cruise T2403, applicable on selected 2024 departures and grades, as highlighted on FredOlsencruises.com. Solo Traveller offer is subject to availability and capacity controlled.

E&OE.

THANK YOU



**JOIN OUR
TRADE
GROUP!**



KEY CONTACTS

Travel Agent Centre

www.fredolsencruises.com/agent

Marketing Support

Trade.marketing@fredolsen.co.uk

General Support

cruise.sales@fredolsen.co.uk

Brand Training

Michelle.tingley@fredolsen.co.uk