



Fred.Olsen Cruise Lines

EASTER WEEKEND SALE

TRADE TOOLKIT

PURPOSE

The purpose of this document is to advise our valued trade partners of some special offers for your promotion over the Easter weekend.

WHAT'S INSIDE

We'll share dates and the specially selected sailings and the offer, plus some assets, images and copy for use in your own consumer facing activities.

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. Olsen' offers what these guests are looking for.

WHAT THIS MEANS TO YOU

Your marketing & sales teams will have greater understanding of the Fred. Olsen customer and our key selling points.

You will be able to access digital assets, images, all sailings included and the offer all in one handy easy reference document, all designed to help you be more successful with your own consumer facing marketing activity over the Easter weekend 😊

WHAT MAKES FRED. OLSEN DIFFERENT

Imaginative and
unusual
itineraries

Smaller, friendlier
ships

Family-run and
determined to
do things a
different way

New on board
'Signature
Experiences'

OUR 'ENTHUSIAST' GUESTS

Having conducted a significant amount of research, we identified our target audience of 'Enthusiast' guests.

These guests want to do more than tick off destinations that are on the normal tourist trails. They love to visit destinations so they can really immerse themselves in the culture, local art along with literature plus the nature and wildlife of the place they are in.

Bigger ships are perfect for many segments of the cruise market, however we know Enthusiast guests prefer smaller ships. They enjoy the specialness of the cruise experience and the warm and friendly atmosphere you get on a smaller ship.

They are looking for:

- Elegant smaller ships that look like ships with plenty of outside deck space so they can look out at the world as they sail past.
- Excellent service that is warm, friendly and sincere (not scripted)
- Interesting talks, classes and workshops which give them interesting information on the destinations they are visiting

Our itineraries and on-board experiences have all been designed with the Enthusiast guest in mind.



SOME OTHER TOOLS

In addition to our campaign assets, the below proof points will assist you in all your own consumer facing promotions.

The images can be downloaded [here](#)



Sail our smaller ships

Our elegant, smaller ships are spacious and uncrowded, with lots of lovely restaurants and lounges for you to relax in. Plus, smaller also means we can journey to places that the bigger ships can't reach, like the beautiful Kiel Canal.



Explore our hand-crafted itineraries

Our Journey Planners hand-craft each itinerary to take in nature's gems and cultural highlights. From a perfectly-timed sailing to Canada to witness the beautiful 'Fall', to capturing Northern Europe's historic architecture.



Discover the joy of the journey

With our new Signature Experiences, we'll bring your destinations to life whilst on board. From seeking out wildlife on deck to sampling authentic flavours in our cookery demonstrations and tastings.



Travel in the best of company

There's a phrase we say in Norwegian – 'I det beste selskap' – which means 'In the best of company'. And, on a cruise with Fred. Olsen, you really are. From our warm and friendly atmosphere, to journeying with like-minded travellers.

EASTER WEEKEND SALE - THE DETAILS

You might be wondering...	
When does the campaign start and finish?	Thursday 6 th April through to Tuesday 11 th April
Is there a promotional embargo?	Yes – Thursday 6 th April
Which cruises do these offers apply to?	Selected 2023 & 2024 sailings – details further down.

THE OFFER

SAVE UP TO
£250 per
person on
2023 & 2024
sailings

6th – 11th April 2023

THE CRUISES - SAVING UP TO £250PP

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
S2309 - Borealis	22-May-2023 Liverpool	Renaissance Italy, the Adriatic & Amalfi Coast	25	£2,649pp*
T2316^ - Bolette	1-June-2023 Newcastle	Exploring the Arctic	23	£2,249pp*
L2317^ - Balmoral	19-July-2023 Rosyth	Rugged & Remote Spitsbergen with the Midnight Sun	15	£1,749pp
S2321^ - Borealis	3-October-2023 Liverpool	Canada in the Fall	19	£2,349pp

*Prices based on Saver Fare

^Additional savings on selected Suites

THE CRUISES - SAVING UP TO £200PP

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
S2309MAL - Borealis	22-May-2023 Liverpool	Croatia, Kotor & Italy with the Amalfi Coast	18	£2,099pp* including flight back to LHR.
S2309DUB - Borealis	22-May-2023 Liverpool	Exploring Italy & Croatia with the Amalfi Coast	16	£1,899pp* including flight back to LGW.

*Prices based on Saver Fare

^Additional savings on selected Suites

THE CRUISES - SAVING UP TO £150PP

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
T2312^ - Bolette	3-May-2023 Newcastle	Historical Old Towns of Northern Europe	10	£1,149pp* based on Ocean View
L2311 - Balmoral	12-May-2023 Southampton	Cultural Capitals, Kiel Canal & Stockholm Archipelago	14	£1,249pp*
T2316REY^ - Bolette	1-June-2023 Newcastle	Exploring Spitsbergen & Iceland	14	£1,649pp* including flight back to LHR
L2315 - Balmoral	22-June-2023 Rosyth	German Cities with Kiel Week Regatta	10	£1,149pp
T2318^ - Bolette	1-July-2023 Newcastle	Summertime in Lapland & Scandinavia	14	£1,749pp
S2312^ - Borealis	4-July-2023 Liverpool	Exploring Northern Norway – the land of the Midnight Sun	15	£1,649pp
L2322A^ - Balmoral	31-August-2023 Newcastle	Scenic Waterways & Archipelagos of Sweden	11	£1,349pp
S2318^ - Borealis	31-August-2023 Liverpool	Natural Wonders of Iceland	9	£1,149pp
L2326^ - Balmoral	30-November-2023 Southampton	Winter Warmth in the Canaries	13	£1,349pp

*Prices based on Saver Fare

^Additional savings on selected Suites

THE CRUISES - SAVING UP TO £50PP

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
S2308R^ - Borealis	20-May-2023 Southampton	Mini Cruise to Liverpool	2	£149pp*
T2323^ - Bolette	25-August-2023 Southampton	Bank Holiday Break to Spain	5	£749pp
L2408^ - Balmoral	28-March-2024 Newcastle	Scandinavia Easter City Break	5	£699pp
T2405^ - Bolette	28-March-2024 Southampton	Easter Escape to Germany & the Lowlands	7	£849pp

*Prices based on Saver Fare

^Additional savings on selected Suites

CREATIVE FOR YOUR USE

Variety of assets available [here](#)



OUR PROMISE TO OUR GUEST



Download The Olsen Way Promise 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.

USEFUL COPY

Set sail this year with Fred. Olsen Cruise Lines. Their hand-crafted itineraries have been designed so you can delve into the history and culture of each destination, as well as experience nature and scenic cruising that's off the beaten track. Discover ancient cities in the Adriatic, take in historic architecture in Northern Europe, or enjoy a perfectly-timed sailing to witness Canada's beautiful 'Fall'. While aboard their smaller ships, you'll enjoy a warm and friendly atmosphere, and sail to places the bigger ships can't reach – like the Kiel Canal. Plus, for this weekend only, you'll save an extra £250pp on top of their current offers on selected cruises.

TERMS & CONDITIONS

These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions which are available here at fredolsencruises.com and on request. Both must be read before booking. 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 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. Some ports may be at anchor, intermediate days are at sea.

Savings on selected 2023 & 2024 cruises offer: applicable on selected May 2023 to March 2024 sailings. Applicable for new bookings made from 06/04/23 to 11/04/23, inclusive. Discount is off current selling prices and varies per cruise from £50 per person up to £500[^] per person, up to two guests per cabin. [^]T2316, L2317, S2321 only. Prices shown are based on Freedom Fare or *Saver Fare, and include savings discount. Offer is combinable with current Solo Traveller offers, Door to Door offers and On-board Spend offers. Not combinable with any other offers unless otherwise stated. Offer is subject to availability and is capacity controlled. Bookings made via Tour Operators are excluded from all promotional offers.

*Saver Fare Terms and Conditions apply.

WE ARE HERE TO HELP

Sales Team

Our Account Managers and Sales Support Team are here to help you to promote and sell our cruises, they would love to hear from you.

Call us on: 01473 746164 or email cruise.sales@fredolsen.co.uk

Marketing Support

Our Trade Marketing Team are dedicated to helping our trade partners with marketing tools and support, including copy, imagery, video, over-branded materials and social media assets.

trade.marketing@fredolsen.co.uk

Brand Training

Our dedicated Brand Training Manager, Michelle, is here to assist with any in person or virtual training requirements.

michelle.tingley@fredolsen.co.uk



Our Award-Winning Sales Team

