



Fred. Olsen Cruise Lines

KING CHARLES III CORONATION WEEKEND SALE



TRADE TOOLKIT

PURPOSE

The purpose of this document is to advise our valued trade partners of some special offers for your promotion in conjunction with the King Charles III Coronation.

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 King Charles III Coronation 😊



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. You can find a great selection of images to use in our recently updated Image Library on the Travel Agent Centre. fredolsencruises.com/agent



Sail aboard our smaller ships

Our elegant, smaller ships are spacious and uncrowded, with lots of restaurants and lounges for you to relax in. And because they're smaller, you'll get to visit places the bigger ships simply can't reach.



Explore our imaginative itineraries

Meticulously crafted by our Journey Planners, our itineraries take in the cultural and natural highlights of each destination. Whether that's scenic cruising in Scotland or discovering Cornwall's dramatic coast.



Discover the joy of the journey

With our new Signature Experiences, you'll enjoy the journey as much as the destination. Spot wildlife on deck, take in the night sky with an astronomer, and sample local cuisine in our cookery classes.



Travel in the best of company

There's a phrase we say in Norwegian – 'I det beste sel skap' – 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.

KING CHARLES III CORONATION SALE - THE DETAILS

You might be wondering...	
When does the campaign start and finish?	Wednesday 3 rd May through to Tuesday 9 th May
Is there a promotional embargo?	Yes, Wednesday 3 rd May
Is there a promo code?	Yes - ROYAL
Which cruises do these offers apply to?	12 specially selected British Isles sailings – details follow.



THE OFFER

Extra savings of
up to £100pp
on a great
selection of
2023 sailings

3rd – 9th May 2023



THE CRUISES - BOREALIS

Cruise ID	Departure date & port	Itinerary	Nights	Prices from pp	Saving up to £pp
S2308R	20-May-2023 Southampton	Two Night Mini-Cruise to Liverpool	2	£99pp*	£50pp
S2311	26-June-2023 Liverpool	Scenic Isles of Scotland	8	£1,049pp	£50pp
S2314	27-July-2023 Liverpool	Scenic Irish Isles and Cities of Ireland	8	£899pp	£100pp
S2314BEL	27-July-2023 Liverpool (ends Belfast)	Scenic Irish Isles and Cities of Ireland	7	£849pp	£100pp
S2317	26-August-2023 Liverpool	Bank Holiday Escape to Scenic Scotland	5	£849pp	£50pp

* Saver fare

Prices Based on two sharing twin cabin

THE CRUISES - BOLETTE

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from pp	Saving up to £pp
T2313	13-May-2023 Newcastle	Scenic Isles and Lochs of Scotland	7	£799pp	£100pp
T2319	15-July-2023 Newcastle	Scenic Isles of Scotland	10	£899pp	£100pp
T2321	7-August-2023 Dover	Isles of Scotland and the Faroes	6	£749pp	£50pp
T2325	7-September-2023 Southampton	Scenic British Isles	11	£1,499pp	£100pp

Prices Based on two sharing twin cabin

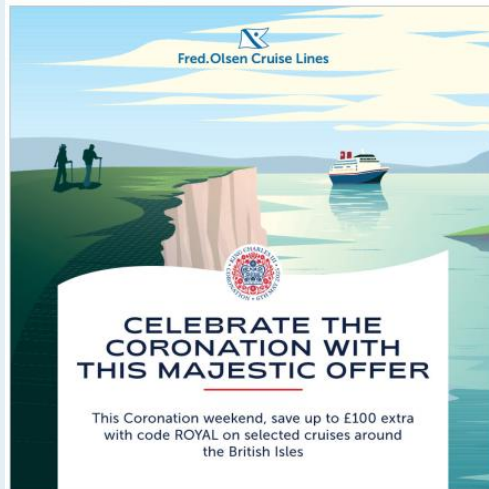
THE CRUISES - BALMORAL

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from pp	Saving up to £pp
L2312	26-May-2023 Southampton	Bank Holiday Escape to Cornwall and Scilly Isles	5	£549pp	£50pp
L2314	15-June-2023 Rosyth	Scenic Isles of Scotland	7	£1,249pp	£50pp
L2320R	25-August-2023 Rosyth	One Night Mini Cruise to Newcastle	1	£99pp Based on Ocean View	£50pp

Prices Based on two sharing twin cabin

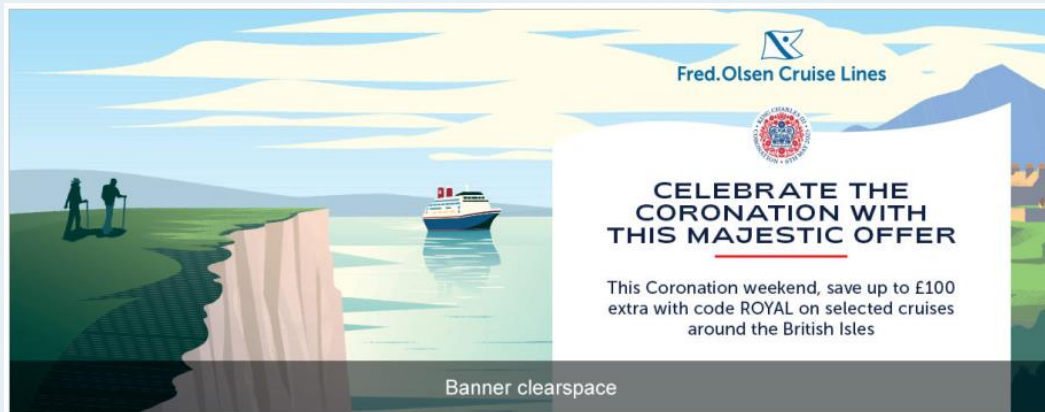
CREATIVE FOR YOUR USE

Variety of assets available [here](#)



Depart	Itinerary	Sailing from	Nights	Ship	Cruise ID	Price pp from	Special offers pp
DD NMM 2022	French Rivers & Bordeaux	Dover	10	Balmuccia	L2209	£599*	Including £100 saving
DD NMM 2022	French Rivers & Bordeaux	Dover	10	Balmuccia	L2209	£599*	Including £100 saving
DD NMM 2022	French Rivers & Bordeaux	Dover	10	Balmuccia	L2209	£599*	Including £100 saving
DD NMM 2022	French Rivers & Bordeaux	Dover	10	Balmuccia	L2209	£599*	Including £100 saving
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DD NMM 2022	French Rivers & Bordeaux	Dover	10	Balmuccia	L2209	£599*	Including £100 saving
DD NMM 2022	French Rivers & Bordeaux	Dover	10	Balmuccia	L2209	£599*	Including £100 saving
DD NMM 2022	French Rivers & Bordeaux	Dover	10	Balmuccia	L2209	£599*	Including £100 saving

Call 0800 0355 815 | Contact your Travel Agent | fredolenscruises.com
 Saturday 9am - 5pm | Easter Sunday 10am - 4pm | Easter Monday 10am - 4pm



Banner clearspace

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

To celebrate the coronation of His Majesty King Charles III, this Bank Holiday weekend, Fred. Olsen Cruise Lines are giving you the opportunity to explore the beautiful British Isles for less. Discover secluded pockets of the Shetland Islands, explore the Isles of Scilly, and stand out on deck as we sail past scenic landmarks like Fingal's Cave – a fascinating place best seen from the vantage point of the sea. There are a wealth of hidden gems to discover.



TERMS & CONDITIONS

These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions which are available at website, 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 cruises offer: applicable on selected May 2023 to September 2023 sailings. Applicable for new bookings made from 03/05/23 to 09/05/23, inclusive. Discount is off current selling prices and varies per cruise from £50 per person up to £100 per person, up to two guests per cabin. Prices shown are based on Freedom Fare or *Saver Fare, and include savings discount. Offer is combinable with current Solo Traveller offers and Summer Savings. 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.

E&EO.





Fred.Olsen Cruise Lines

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

