



Fred.Olsen Cruise Lines

SUMMER CAMPAIGN

'MAKE IT A YEAR TO REMEMBER'

TRADE TOOLKIT

PURPOSE

The purpose of this document is to advise our valued trade partners of our upcoming Summer campaign.

WHAT'S INSIDE

We'll share dates, offers, the included sailings plus 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 during our Summer campaign 😊

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, including the blue icebergs of Qaqortoq in Greenland.



Discover the joy of the journey

With our new on board 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 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.

SUMMER CAMPAIGN - THE DETAILS

You might be wondering...	
When does the campaign start and finish?	3 rd May – 14 th June 2023
Is there a promotional embargo?	Yes, 3 rd May
Which cruises do these offers apply to?	Selected 2023 sailings, you'll find all the details within this document.

THE OFFER

Sail from only
£599pp
Plus save up to
£500pp on a
great selection
of 2023 cruises

THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
L2311 – Balmoral	12-May-2023 Southampton	Cultural Capitals, Kiel Canal & Stockholm Archipelago	14	Please call
T2313 – Bolette	13-May-2023 Newcastle	Scenic Isles and Lochs of Scotland	7	Please call
S2308R – Borealis	20-May-2023 Southampton to Liverpool	2 Night Mini Cruise	2	Please call
T2314 – Bolette	20-May-2023 Newcastle	Classic Norwegian Fjords	7	Please call
S2309 – Borealis	22-May-2023 Liverpool	Renaissance Italy, the Adriatic & Amalfi Coast	25	£1,999pp* SAVE up to £500pp
L2312 - Balmoral	26-May-2023 Southampton	Bank Holiday Escape to Cornwall and Scilly Isles	5	Please call
T2315 – Bolette	27-May-2023 Newcastle	Norwegian Fjords Bank Holiday Escape	5	Please call

* Saver fare

All prices are after saving has been applied

THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
T2316 Bolette	1-June-2023 Newcastle	Exploring the Arctic	23	£1,499pp* SAVE up to £500pp
L2313 Balmoral	2-June-2023 Rosyth	Medieval Old Towns & the Stockholm Archipelago	13	£1,499pp SAVE up to £300pp
S2310 Borealis	16-June-2023 Liverpool	Whales, Waterfalls & Geysers of Iceland	10	£1,299pp SAVE up to £200pp
L2315 Balmoral	22-June-2023 Rosyth	German Cities With Kiel Week Regatta	10	£999pp SAVE up to £300pp
S2311 Borealis	26-June-2023 Liverpool	Scenic Isles of Scotland	8	£1,099pp SAVE up to £200pp
T2318 Newcastle	1-July-2023 Newcastle	Summertime in Lapland and Scandinavia	14	£1,499pp SAVE up to £400pp
L2316 Rosyth	2-July-2023 Rosyth	Experience the Traditions of Spain & Portugal	17	£1,299pp* SAVE up to £400pp

* Saver fare

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THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
S2312 Borealis	4-July-2023 Liverpool	Exploring Northern Norway - the Land of the Midnight Sun	15	£1,099pp* SAVE up to £400pp
T2319 Bolette	15-July-2023 Newcastle	Scenic Isles of Scotland	10	£999pp SAVE up to £300PP
L2317 – Balmoral	19-July-2023 Rosyth	Rugged & Remote Spitsbergen With the Midnight Sun	15	£1,299pp* SAVE up to £400pp
S2313 Borealis	19-July-2023 Liverpool	Scenic Summertime Norwegian Fjords	8	£999pp SAVE up to £200pp
T2320 Bolette	25-July-2023 Newcastle	Discover the Scandinavian Capitals	12	£1,299pp SAVE up to £300pp
S2314 Borealis	27-July-2023 Liverpool	Scenic Irish Isles and Cities of Ireland	8	£999pp SAVE up to £200pp
S2315 Borealis	4-Aug-2023 Liverpool	Exploring Rugged & Remote Greenland & Iceland	14	£1,599pp SAVE up to 400pp

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* Saver fare

THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
T2321 Bolette	7-Aug-2023 Dover	Isles of Scotland & the Faroes	6	£799pp SAVE up to £150pp
T2322 Bolette	13-Aug-2023 Southampton	Wonders & Wildlife of the Azores & Madeira	12	£1,599pp SAVE up to £300pp
L2320 Balmoral	16-Aug-2023 Rosyth	Discovering Scandinavia's Viking Heritage	9	£999pp SAVE up to £200pp
S2316 Borealis	18-Aug-2023 Liverpool	Scenic Summertime Norwegian Fjords	8	£999pp SAVE up to £200pp
L2320R Balmoral	25-Aug-2023 Rosyth	One Night Mini-Cruise to Newcastle	1	£149pp SAVE up to £50pp
T2323 Bolette	25-Aug-2023 Southampton	Bank Holiday Break to Spain	5	£699pp SAVE up to £100pp
L2321 Balmoral	26-Aug-2023 Newcastle	Norwegian Fjords Bank Holiday Escape	5	£899pp SAVE up to £100pp

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THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
S2317 Borealis	26-Aug-2023 Liverpool	Bank Holiday Escape to Scenic Scotland	5	£899pp SAVE up to £100pp
T2324 Bolette	30-Aug-2023 Southampton	Norway's Mountains & Scenic Fjords	8	£1,099pp SAVE up to £200pp
L2322A Balmoral	31-Aug-2023 Newcastle	Scenic Waterways & Archipelagos of Sweden	11	£1,099pp SAVE up to £300pp
S2318 Borealis	31-Aug-2023 Liverpool	Natural Wonders of Iceland	9	£999pp SAVE up to £300pp
T2325 Borealis	7-Sept-2023 Southampton	Scenic British Isles	11	£1,599pp SAVE up to £200pp
S2319 Borealis	9-Sept-2023 Liverpool	Classic Scenic Norwegian Fjords	8	£999pp SAVE up to £200pp
L2322AR Balmoral	11-Sept-2023 Newcastle	Two Night Mini-Cruise to Southampton	2	£249pp SAVE up to £100pp

* Saver fare

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THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
L2322B Balmoral	13-Sept-2023 Southampton	Whales, Waterfalls & Geysers of Iceland	13	£1,799pp SAVE up to £300pp
T2326 Bolette	18-Sept-2023 Southampton	Exploring the Balkans & Adriatic With Venice	26	£2,799pp* SAVE up to £500pp
L2323 Balmoral	26-Sept-2023 Southampton	American Waterways & Canada in the Fall	34	£3,999pp* SAVE up to £500pp
S2321 Borealis	3-Oct-2023 Liverpool	Canada in the Fall	19	£1,899pp* SAVE up to £500pp
S2321BEL Borealis	3-Oct-2023 Liverpool	Canada in the Fall Liverpool to Belfast Cruise	18	£1,799pp* SAVE up to £500pp
T2327 Bolette	14-Oct-2023 Southampton	Volcanic Islands of the Canaries, Azores & Madeira	15	£1,499pp SAVE up to £400pp
S2322 Borealis	22-Oct-2023 Liverpool	Touring Southern Spain, Portugal & Gibraltar	10	£1,499pp SAVE up to £300pp
T2328 Bolette	29-Oct-2023 Southampton	Spain & Portugal with the Fleet in Funchal	15	£1,599pp SAVE up to £400pp

* Saver fare

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Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
L2324 Balmoral	30-Oct-2023 Southampton	The Canary Islands With the Fleet in Funchal	15	£1,599pp SAVE up to £400pp
S2323 Borealis	1-Nov-2023 Liverpool	The Azores with the Fleet in Funchal	14	£1,499pp SAVE up to £400pp
T2329 Bolette	13-Nov-2023 Southampton	Discover Northern Spain	6	£599pp SAVE up to £150pp
L2325 Balmoral	14-Nov-2023 Southampton	Discovering the Ancient Mediterranean	16	£1,599pp SAVE up to £400pp
S2324 Borealis	15-Nov-2023 Liverpool	Classic Caribbean Islands	29	£2,899pp SAVE up to £500pp
T2330 Bolette	19-Nov-2023 Southampton	The Intrepid Beauty of Africa & the Indian Ocean	93	£9,999pp SAVE up to £500pp
L2326 Balmoral	30-Nov-2023 Southampton	Winter Warmth in the Canaries	13	£1,199pp SAVE up to £300pp
L2327 Balmoral	13-Dec-2023 Southampton	European Christmas Markets	8	£899pp SAVE up to £200pp
S2325 Liverpool	14-Dec-2023 Liverpool	Classic Christmas Markets	8	£799pp SAVE up to £200pp

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THE CRUISES

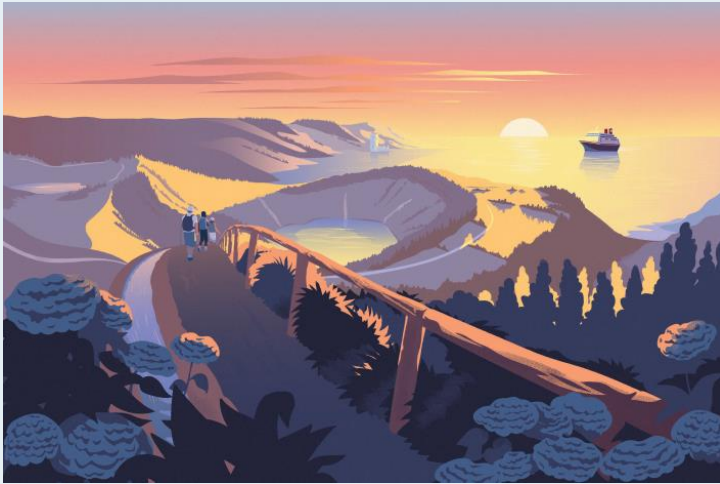
Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
L2328 Balmoral	21-Dec-2023 Southampton	In Search of the Northern Lights At Christmas	14	£2,199pp SAVE up to £300pp
S2326 Borealis	22-Dec-2023 Liverpool	Christmas Celebrations in the Canaries	14	£2,199pp SAVE up to £300pp

* Saver fare

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CREATIVE FOR YOUR USE

Variety of assets available [here](#)



MAKE IT A YEAR TO REMEMBER

Save up to £500pp on a great selection of 2023 cruises from only £599pp.

To celebrate the arrival of warmer, brighter days, we're giving you the chance to sail the world for less. From awe-inspiring cruises in the Norwegian fjords to culture-filled trips to Spain and Portugal, you'll find plenty of hand-crafted itineraries to inspire you.

Depart	Itinerary	Sailing from	Nights	Ship	Cruise ID	Price pp from	Special offers pp
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving
DD	MAH 2022	French Riviera & Bordeaux	10	Radisson	L2029	£599*	Including £200 Saving

Call 0800 0355 815 | Contact your Travel Agent | fredolencruises.com

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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

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To celebrate the arrival of warmer, brighter days, Fred. Olsen Cruise Lines are giving you the chance to sail the world for less. From awe-inspiring cruises in the Norwegian fjords and the Arctic, to culture-filled trips to Spain and Portugal, you'll find plenty of hand-crafted itineraries to inspire you.

TERMS & CONDITIONS

These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions which are available online 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 December 2023 sailings, as indicated; T2317, S2308, S2320, L2314, L2318 and L2319 are excluded. Applicable for new bookings made from 03/05/23 to 14/06/23, inclusive. Discount is off current selling prices and varies per cruise from £50 per person up to £1000[^] per person, up to two guests per cabin. [^]T2316, T2326, T2330, S2321, S2321BEL, S2324 only. Savings shown apply on Freedom Fare and/or Saver Fare, if applicable. 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.



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

