



Fred.Olsen Cruise Lines

## AUGUST CAMPAIGN TRADE TOOLKIT

Half-price drinks on almost all 2023 cruises

## PURPOSE

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The purpose of this document is to advise our valued trade partners of a new offer we are launching throughout August.

## WHAT'S INSIDE

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We'll share dates, the offer, the sailings included, assets and copy for use in your own consumer-facing activities.

## WHAT THIS MEANS TO YOU

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You will have all the tools you need to help you be more successful with your own consumer-facing marketing activity.

# THE DETAILS

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Offer details	
The offer	Half-price drinks package on our 2023 sailings
Sailings included	Selected 2023 cruises between 2 – 34 nights. Sailings included on pages 6 – 9, and full terms and conditions on page 10.
Dates	1 <sup>st</sup> – 31 <sup>st</sup> August 2023
Embargo	Embargo until 1 <sup>st</sup> August 2023

# CAMPAIGN CREATIVE

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Find a variety of assets available [here](#)



# USEFUL COPY

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## OUR 2023 CRUISE SALE

How's your diary?

*Enjoy a half price drinks package on almost every cruise departing this year*

The breathtaking fjords? Stunning snowscapes? The fresh ocean air? Warmth and sunshine? Personal, attentive service? A wonderfully friendly on-board experience? Now is your perfect moment.

Book by 31<sup>st</sup> August for a half-price drinks package on almost every 2023 Fred. Olsen Cruise Lines sailing.

# THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from
T2322 <i>Bolette</i>	13-Aug-2023 Southampton	Wonders & Wildlife of the Azores & Madeira	12	£1,599pp
L2320 <i>Balmoral</i>	16-Aug-2023 Rosyth	Discovering Scandinavia's Viking Heritage	9	£999pp*
S2316 <i>Borealis</i>	18-Aug-2023 Liverpool	Scenic Summertime Norwegian Fjords	8	£999pp*
T2323 <i>Bolette</i>	25-Aug-2023 Southampton	Bank Holiday Break to Spain	5	£749pp
L2321 <i>Balmoral</i>	26-Aug-2023 Newcastle	Norwegian Fjords Bank Holiday Escape	5	£899pp
S2317 <i>Borealis</i>	26-Aug-2023 Liverpool	Bank Holiday Escape to Scenic Scotland	5	£899pp
T2324 <i>Bolette</i>	30-Aug-2023 Southampton	Norway's Mountains & Scenic Fjords	8	£1,099pp

\* Saver fare

# THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
L2322A <i>Balmoral</i>	31-Aug-2023 Newcastle	Scenic Waterways & Archipelagos of Sweden	11	£999pp*
S2318 <i>Borealis</i>	31-Aug-2023 Liverpool	Natural Wonders of Iceland	9	£999pp*
T2325 <i>Bolette</i>	7-Sep-2023 Southampton	Scenic British Isles	11	£1,899pp
S2319 <i>Borealis</i>	9-Sep-2023 Liverpool	Classic Scenic Norwegian Fjords	8	£1,099pp
L2322AR <i>Balmoral</i>	11-Sep-2023 Newcastle	Two Night Mini-Cruise to Southampton	2	£149pp*
L2322B <i>Balmoral</i>	13-Sep-2023 Southampton	Whales, Waterfalls & Geysers of Iceland	13	£999pp*
S2320 <i>Borealis</i>	17-Sep-2023 Liverpool	Discovering the Scenic Amalfi Coast	16	£2,999pp
T2326 <i>Bolette</i>	18-Sep-2023 Southampton	Scenic Exploration of the Adriatic & Dalmatian Coast	26	£2,599pp*

\* Saver fare

# THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
L2323 <i>Balmoral</i>	26-Sep-2023 Southampton	American Waterways & Canada in the Fall	34	£3,399pp*
S2321 <i>Borealis</i>	3-Oct-2023 Liverpool	Canada in the Fall	19	£1,799pp*
S2321BEL <i>Borealis</i>	3-Oct-2023 Liverpool	Canada in the Fall Liverpool to Belfast Cruise	18	£1,699pp*
T2327 <i>Bolette</i>	14-Oct-2023 Southampton	Volcanic Islands of the Canaries, Azores & Madeira	15	£1,499pp*
S2322 <i>Borealis</i>	22-Oct-2023 Liverpool	Touring Southern Spain, Portugal & Gibraltar	10	£1,699pp Based on Ocean View
T2328 <i>Bolette</i>	29-Oct-2023 Southampton	Spain & Portugal with the Fleet in Funchal	15	£1,399pp*
L2324 <i>Balmoral</i>	30-Oct-2023 Southampton	The Canary Islands with the Fleet in Funchal	15	£1,299pp*
S2323 <i>Borealis</i>	1-Nov-2023 Liverpool	The Azores with the Fleet in Funchal	14	£1,399pp*
T2329 <i>Bolette</i>	13-Nov-2023 Southampton	Discover Northern Spain	6	£749pp Based on Ocean View

\* Saver fare



# THE CRUISES

Cruise ID & ship	Departure date & port	Itinerary	Nights	Prices from per person
L2325 <i>Balmoral</i>	14-Nov-2023 Southampton	Discovering the Ancient Mediterranean	16	£1,499pp*
S2324 <i>Borealis</i>	15-Nov-2023 Liverpool	Classic Caribbean Islands	29	£2,999pp*
T2331 <i>Bolette</i>	19-Nov-2023 Southampton (return Seychelles)	Cultural Landmarks of Egypt & India	33	£3,999pp inc. flight
L2326 <i>Balmoral</i>	30-Nov-2023 Southampton	Winter Warmth in the Canaries	13	£1,199pp*
L2327 <i>Balmoral</i>	13-Dec-2023 Southampton	European Christmas Markets	8	£899pp*
S2325 <i>Borealis</i>	14-Dec-2023 Liverpool	Classic Christmas Markets	8	£749pp*
L2328 <i>Balmoral</i>	21-Dec-2023 Southampton	In Search of the Northern Lights At Christmas	14	£2,199pp
S2326 <i>Borealis</i>	22-Dec-2023 Liverpool	Christmas Celebrations in the Canaries	14	£2,299pp

\* Saver fare

# OFFER TERMS & CONDITIONS

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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.

**August offer:** Includes special offers on selected cruises of two to 34 nights in duration, departing between August & December 2023, and are applicable on new bookings made from 01/08/23 to 31/08/23; some special offers will be based on Saver Fares. Cruises which are on a Saver Fare are marked with an asterisk\* on the product pages. 50% off drinks package and special offers are subject to availability and are capacity controlled. Cruises S2315, T2321, L2318, L2319 & L232020R are excluded from the August promotion. Not combinable with any other offers unless otherwise stated. Bookings made via Tour Operators are excluded from all promotional offers.

**Half-price drinks:** Package will be charged at 50% of the standard charge of £24.99 per person per night or £35 per person per night on cruises of five nights or less. The half-price drinks package offer is only applicable if pre-booked before cruise, for new bookings made within the booking period of 01/08/23 to 31/08/23 on selected 2023 departures. The drinks package comprises of selected house beers, wines, spirits and soft drinks

\*Saver Fare Terms and Conditions apply.

# SOME OTHER TOOLS

In addition to our campaign assets, the below proof points will assist you in 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](https://fredolsencruises.com/agent)



Pictured: *Borealis* in Funchal

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. From a summertime sailing to the Norwegian Fjords, to soaking up the Mediterranean's ancient history.



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.



Enjoy our warm, friendly atmosphere

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. Sit back and relax with our warm, friendly atmosphere as you journey with like-minded travellers.

# OUR PROMISE TO OUR GUESTS

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Download The Olsen Way Promise asset [here](#)

## OUR PROMISE TO YOU

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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.



Fred.Olsen Cruise Lines

## WE ARE HERE TO HELP

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- **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](mailto: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 and over-branded materials. [trade.marketing@fredolsen.co.uk](mailto: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](mailto:michelle.tingley@fredolsen.co.uk)

