



Fred. Olsen Cruise Lines

SEPTEMBER CAMPAIGN TRADE TOOLKIT

Free Drinks on selected 2024 sailings



PURPOSE

The purpose of this document is to advise our valued trade partners of a new campaign and offer which we are launching in September.

WHAT'S INSIDE

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

WHAT THIS MEANS TO YOU

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

THE DETAILS

Offer details	
The offer	Free Drinks on 2024 sailings
Sailings included	Selected 2024 cruises, please see calendar . Free drinks available on selected solo offers. Please see pages 6-8 of this document
Dates	5 th September – 31 st October 2023, inclusive
Embargo	Embargoed until 5 th September 2023

CAMPAIGN CREATIVE

You can find a variety of assets available [here](#) from Wednesday 23rd August.

These assets can be used to help you with your marketing of this campaign. We've included a range of different creatives which you can use across social media, website, email, print and more.



Social 1080x1080



Email header 1200x1000



Carousel 1222x474

USEFUL COPY

The very best places at the very best times

175 years sailing the world has told Fred. Olsen Cruise Lines there's a difference between seeing the most amazing destinations on earth and seeing them at the very best possible times. It's why they hand-craft their itineraries every year. To ensure you see the Northern Lights at their brightest, waterfalls at their strongest and Canada at its most colourful.

Book by 31st October to enjoy a free drinks package on selected 2024 sailings.

SOLO OFFERS - BOLETTE

0% single supplement on the below cruises

Cruise ID	Departure date & port	Itinerary	Nights	Prices from
T2403	20 th Feb 2024 Southampton	Dutch Waterways in Five Nights	5	CO £799
T2408	19 th Apr 2024 Liverpool	Natural Wonders & Wildlife of the Azores & Madeira	14	CO £2,499
T2414	15 th Jun 2024 Liverpool	Whales & Volcanic Landscapes of Iceland	12	CO £2,799
T2427	24 th Nov 2024 Liverpool	Winter Warmth in the Canaries & Cape Verde	18	CO £3,199

CO cabin grades refer to Superior Ocean Fully Obstructed Cabins
Subject to availability

SOLO OFFERS - *BOREALIS*

0% single supplement on the below cruises

Cruise ID	Departure date & port	Itinerary	Nights	Prices from
S2407A	17 th Apr 2024 Southampton	Discovering Scandinavian Islands & Capitals	15	CO £2,699
S2426	23 rd Nov 2024 Portsmouth	Winter Warmth in the Canaries	14	CO £2,299

CO cabin grades refer to Superior Ocean Fully Obstructed Cabins
Subject to availability

SOLO OFFERS- *BALMORAL*

0% single supplement on the below cruises

Cruise ID	Departure date & port	Itinerary	Nights	Prices from
L2401	4 th Jan 2024 Southampton	New Year Escape to the Canaries	14	CO £2,299
L2409	2 nd Apr 2024 Newcastle	Springtime Canary Islands and Portugal	15	CO £2,799
L2424	7 th Aug 2024 Rosyth	Portugal's Islands In Search of the Meteor Shower	15	CO £3,199
L2431	10 th Oct 2024 Newcastle	In Search of the Northern Lights	10	CO £1,999

CO cabin grades refer to Superior Ocean Fully Obstructed Cabins
Subject to availability

OFFER 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. PP is per person. Prices are based on two people sharing an interior cabin (unless otherwise stated), subject to availability. 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.

Free Drinks Package: Free Drinks Package offer ends 31/10/23, applicable to new bookings made from 05/09/23, on selected cruises only. The "All-Inclusive Drinks Upgrade" includes, where possible, selected house beers, house cider in cans, house wines, house spirits, draught soft drinks and mineral or spring water by the glass. E&OE.

OUR PROMISE TO OUR GUESTS



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.



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 and over-branded materials. 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

