



Fred. Olsen  
Cruise Lines



# BUSINESS UPDATE

MARCH 2025

Embargo until midday on 17<sup>th</sup> March 2025

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All information contained within this document is under embargo until midday on 17<sup>th</sup> March 2025



## KEY DATES



## OUR NEW INCLUSIVE PRICING

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In line with our upcoming launch, we're excited to announce that from January 2026, even more is included in our cruise price when your customers book on a Freedom Fare.

Alongside full-board dining, entertainment and enrichment talks, guests will enjoy complimentary guided walks ashore, shuttle buses for ports over a mile away from the ship, fitness centre access and classes. Port taxes, fees and gratuities are also included, along with our satisfaction guarantee.

Plus, we're delighted to share that we will now include house beer, wine, and draught soft drinks with lunch and dinner – so your customers can unwind and savour every moment, knowing everything is taken care of.

These changes will take affect on all sailings departing after **1st January 2026**.

We thought you might have some questions about what this means for you and your customers, so we've designed this information pack to answer any questions you may have.



## WHEN WILL THESE BENEFITS GO LIVE ON BOARD?

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Our new inclusive pricing will be valid for all cruises departing after 1<sup>st</sup> January 2026.

We've included details on start dates for each ship below:



**BOLETTE**

Our new benefits will start from cruise T2603 Exploring Spain, Portugal & Morocco departing 5<sup>th</sup> January 2026



**BOREALIS**

Our new benefits will start from cruise S2601 In Search of the Northern Lights departing 4<sup>th</sup> January 2026



**BALMORAL**

Our new benefits will start from cruise L2601 Winter Warmth in the Canary Islands departing 6<sup>th</sup> January 2026

## OUR NEW INCLUSIVE PRICING FAQs

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### What is included in the new Inclusive Pricing?

We're pleased to confirm that for all cruises departing after 1<sup>st</sup> January 2026, all of the following will be included in our Freedom Fares:

- Breakfast, lunch, dinner, buffet afternoon tea and late-night buffet
- House beer, wine and draught soft drinks with lunch and dinner on-board
- A programme of entertainment and enrichment activities
- Shuttle buses when the port is more than one mile from the ship
- Guided walks in port (weather dependent)
- Fitness classes
- Gratuities
- Port fees and taxes

### Guests have enjoyed some of these benefits already – what is actually new?

To enhance guests' on-board dining experience, from January 2026 they will be able to enjoy house beer, wine and draught soft drinks with lunch and dinner. Plus, their gratuities will be included too. These two factors mean your customers can really look forward to their cruise, knowing that these costs are all taken care of. We've rounded this all together, along with entertainment, guided walks, fitness classes and port taxes, as part of our new inclusive pricing so that it's really clear what is included in our cruise fare.

### Is the inclusive pricing available across all fare types?

Our new inclusive pricing is available for guests who book a Freedom Fare for cruises departing after 1st January 2026.

### Will your prices increase to accommodate these changes?

We have not increased our prices as we want to ensure we continue offering great value for money for our guests.



## OUR NEW INCLUSIVE PRICING FAQs

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### Why have you made these changes?

We've listened to feedback from our guests which told us that they wanted simpler, clearer and more inclusive pricing.

### Can you tell me more about the free guided walks?

Our Entertainment Team operate free, guided walks in some ports of call. These are weather dependent and subject to availability. They are often referred to as 'Social Strolls' on board. Your customers will be able to find more information on these in the *Daily Times* which is delivered to their cabin every evening.

### What is the Satisfaction Guarantee? Is this replacing the Olsen Way Promise?

We know that trying a new cruise line can sometimes feel a little risky. We are so confident that our customers will enjoy the way we cruise that we make them a promise. If, after a couple of days on board their cruise with us they find that Fred. Olsen Cruise Lines is not for them, we will fly them home at our expense from the next available port and refund their cruise fare in full. Terms and conditions apply, please [visit our website](#) for more information.

You may have previously heard this referred to as 'The Olsen Way Promise'. In line with our new changes, we are updating the name to better reflect our commitment to the guest experience. The terms and conditions have not changed.

A new Satisfaction Guarantee logo in different colourways is now available for you to use, please visit our [Image Library on the Travel Agent Centre](#) to download for use in your marketing activity.

[Download Satisfaction Guarantee Logos](#)



## INCLUSIVE GRATUITIES

As part of our Summer 2026 launch last year, we announced that gratuities would be included as part of the cruise fare for all new sailings.

We know from the wonderful feedback we receive that our crew are at the heart of the Fred. Olsen cruising experience.

To ensure that our team are remunerated for the outstanding service they provide, guests will now have the peace of mind that their gratuities are already covered, and that their waiting staff and Cabin Stewardess are rewarded by them simply choosing to sail with Fred. Olsen Cruise Lines.

To keep our pricing simple and easy to understand, we are delighted to share that gratuities will now be included as part of the cruise fare for all sailings departing after **1<sup>st</sup> January 2026**.





## INCLUSIVE GRATUITIES FAQs

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### Which sailings have gratuities included in the upfront ticket price?

Gratuities will be included in the ticket price for all sailings departing after 1st January 2026. Please see [page 5](#) for details on specific sailings.

### I was told gratuities would be included from Summer 2026 onwards – will this now be from January 2026?

We had originally announced that gratuities would be included on all cruises from Summer 2026 onwards. However, we are pleased to share that this will now be applicable for all 2026 cruises departing after 1st January 2026 as part of the launch of our new inclusive pricing.

### One of my customers has already pre-paid their gratuities for their 2026 sailing, what does this mean for them?

If one of your customers has already booked a 2026 cruise which departs after 1st January 2026 and have pre-paid their gratuities, we are pleased to advise that this amount will be automatically deducted from their outstanding balance – meaning there will be less to pay when they come to settle their final bill. Our Guest Services team will be updating individual bookings and re-issuing updated invoices over the next few weeks.

### My customers don't wish to pay gratuities – what are their options?

Gratuities will be automatically included in the price of our cruise fares, for all sailings departing after 1st January 2026. It is not possible to have this removed from the cruise fare. There is no expectation or obligation for your customers to leave any further tips for crew when they are on-board.



## INCLUSIVE DRINKS

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As part of our new inclusive pricing, we are delighted to share that drinks will be included with lunch and dinner for guests travelling on a Freedom Fare from January 2026 onwards.

Selected house beer, house wine and draught soft drinks will be included with lunch and dinner in selected restaurants on-board, so your customers can unwind and savour every moment, knowing everything is taken care of.

We are also pleased to share that we will be launching a new Premium Drinks Package for our 2026 sailings, allowing customers to enjoy a wide selection of premium wines, spirits and cocktails all day, every day – so they can enjoy that extra glass of their favourite tittle without worrying about the bar bill.

To facilitate this change, our current drinks package will be removed from sale on **Thursday 13<sup>th</sup> March 2025** for our 2026 sailings. More information has been included on the following pages.



## INCLUSIVE DRINKS FAQs

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### Which drinks are included with lunch and dinner?

Our new inclusive pricing means customers travelling on a Freedom Fare can enjoy house wine, house beer and draught soft drinks with lunch and dinner on-board.

### Which venues will the inclusive drinks be available in?

Our inclusive drinks will be available in our main dining rooms and our buffet and speciality restaurants during lunch and dinner. Please note, this does not include The Poolside (on *Bolette* and *Borealis*), snack venues, afternoon tea or supper club.

### Why is The Poolside not included in the inclusive drinks?

Our inclusive drinks will be served in venues where we operate specific lunch and dinner settings. As the Poolside is open from 10am to 6pm, inclusive drinks will not be available at this venue.

### Is there a limit on how many drinks customers can consume during lunch and dinner?

Guests can enjoy up to 15 alcoholic drinks per person each day with lunch and dinner. This will renew at 6am every day.

### One of my customers has already booked and paid for a drinks package on a 2026 cruise – what does this mean for them?

If your customers already have a drinks package for a 2026 cruise which departs after 1<sup>st</sup> January 2026, they will automatically be upgraded to our new Premium Drinks Package at no extra cost.

### My customer has added the current drinks package to their 2026 booking but is now happy with the inclusive drinks offering. Can they opt to refuse the free upgrade and remove the drinks package instead?

Yes. This is an optional extra, so if your customer does not wish to be upgraded to the Premium Drinks Package, they are welcome to remove this from their booking.



## OUR NEW PREMIUM DRINKS PACKAGE

Our new Premium Drinks Package will be available for customers to purchase for all sailings departing after 1<sup>st</sup> January 2026.

If your customers upgrade to our Premium Drinks Package, they can enjoy a wide selection of premium wines, spirits and cocktails all day, every day – so they can savour that extra glass of their favourite tittle without worrying about the bar bill.

### Our Premium Drinks Package includes:

- Soft drinks & juices
- A selection of premium red, white, rosé & non-alcoholic wines by the glass
- Our full cocktail & signature cocktail ranges
- Branded spirits, including rum, gin, vodka, whisky, brandy & Irish Cream
- Branded beers and ciders (bottles, cans & draught)

### With our Premium Drinks Package, customers will also enjoy:

- 25% off all wines by the bottle
- 25% off fine whisky & cognac
- 10% off sparkling & dessert wines

Cruise Duration	Advance Purchase Cost	On-Board Purchase Cost
1-5 Nights	£44 per person, per night	£48 per person, per night
6-27 Nights	£40 per person, per night	£44 per person, per night
28-69 Nights	£36 per person, per night	£40 per person, per night
70+ Nights	£32 per person, per night	£36 per person, per night

### Exclusions:

Some exclusions will apply, including: 750ml glass bottles of mineral water; Red Bull; speciality coffee and drinks from our Bookmark Café and Oriental Tea Room; wine by the bottle; sparkling and dessert wine; speciality whisky, and cognac. Guests can enjoy up to 15 alcoholic drinks per day. For full details, see our Terms and Conditions. To qualify for the Advance Purchase cost, the drinks package must be added to the booking at least five days before departure.



## OUR NEW PREMIUM DRINKS PACKAGE FAQs

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### What is included with the Premium Drinks Package?

Our Premium Drinks Package will offer a wider selection of wines by the glass, branded spirits, cocktails and more soft drinks available to enjoy all-inclusive throughout their cruise. Full details, including prices, can be found on [page 12](#).

### How much will the new Premium Drinks Package cost?

Our Premium Drinks Package will be available at £40 per person, per night when booked in advance on cruises between six and 27 nights. The package price will differ depending on the duration of the cruise. Full details can be found on [page 12](#).

### Is there a limit on the number of drinks customers can enjoy as part of the Premium Drinks Package?

If guests upgrade to our Premium Drinks Package, they can enjoy up to 15 alcoholic drinks per day. This will renew each morning at 6am. Soft drinks are not limited.

### When will the Premium Drinks Package be available to book?

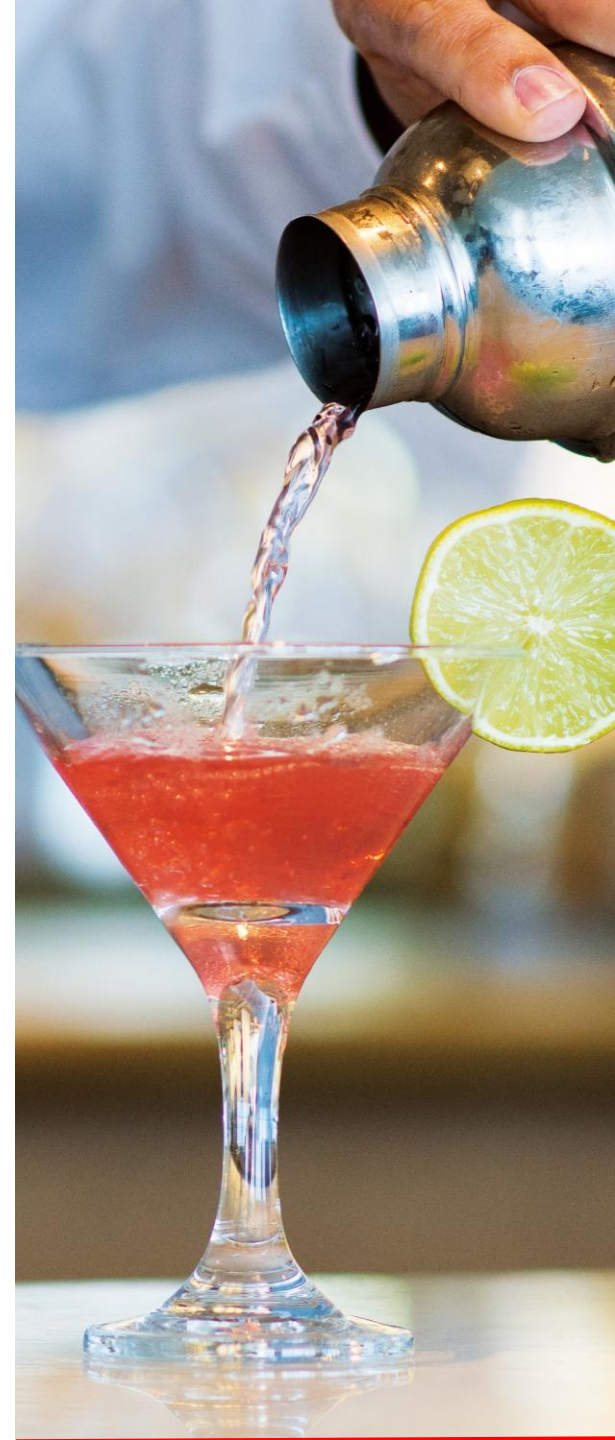
Our Premium Drinks Package will be available to add onto any sailing which departs after 1st January 2026 from **Tuesday 18th March 2025**.

### What does this mean for your current Drinks Package?

Our current Drinks Package upgrade is being discontinued at the end of 2025 and will be replaced with our new Premium Drinks Package. For all sailings departing before 31st December 2025, our current Drinks Package, which is priced at £24.99 per person per night for cruises of six nights or more, will be available for guests to enjoy.

### My customer wants to book the current Drinks Package for their 2026 sailing. Can they still do this?

From **Thursday 13th March 2025**, our current Drinks Package will no longer be available on sailings which depart after 1st January 2026. Our new Premium Drinks Package will be available to book from **Tuesday 18th March 2025** for sailings which depart after 1st January 2026.



## OUR CURRENT DRINKS PACKAGE UPGRADE

Our current Drinks Package Upgrade will still be available for guests to book for 2025 sailings which depart before 22<sup>nd</sup> December 2025.

If your customers upgrade to our current Drinks Package, they can enjoy selected red, white, rose, sparkling and non-alcoholic wines by the glass, selected house beers, house spirits and soft drinks all day, every day – so they can savour that extra glass of their favourite tippie without worrying about the bar bill.

### Our Standard Drinks Package includes:

- A selection of soft drinks by the glass
- A selection of red, white, rose, sparkling & non-alcoholic wines by the glass
- A selection of branded beers & ciders
- Selected house spirits
- Cocktail or mocktail of the day

### With our Standard Drinks Package, customers will also enjoy:

- 50% off cocktails & mocktails
- 50% off branded & premium drinks featured on wine & bar lists (excluding Prosecco, Champagne & Dessert Wines)
- 50% off bottled water

### Pricing:

Cruise Duration	Advance Purchase Cost	On-Board Purchase Cost
5 Nights	£35 per person, per night	£45 per person, per night
6+ Nights	£25 per person, per night	£35 per person, per night

### Exclusions:

The Drinks Package Upgrade is not available for cruises of 1-4 nights. Champagne, special selection red, white and rosé wines, sparkling and dessert wines, cocktails, bottled water, drinks ordered on room service (other than those listed in the room), mini-bar drinks, coffees and teas served in The Bookmark Café are excluded from the Drinks Package Upgrade. For full details, see our Terms and Conditions. To qualify for the Advance Purchase cost, the drinks package must be added to the booking at least five days before departure.



# WE ARE HERE TO HELP

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## OUR TRAVEL AGENT CENTRE

**Our Travel Agent Centre (TAC) provides a central hub full of information to help you sell Fred. Olsen Cruise Lines. From online bookings and information on the latest campaigns, through to training resources, you'll find everything you need in one place.**

### CAMPAIGNS

To help you to keep up to date, you can find the information on our latest promotions and offers in our Campaigns section – so you can find the best deals for your customers.

### MARKETING SUPPORT

Within the Marketing support area of our TAC, you can find everything you need for your own marketing – from our image and video library through to point of sale resources to order.

### TRAINING

Within our training section, you'll find all you need to equip yourself with the knowledge you need on our brand, ships and itineraries – including our new Training Academy. Plus, there is information on opportunities to get on board with our scheduled Ship Visits.

### ARTWORK BUILDER

Our handy online Artwork Builder has been designed to help you create your own Fred. Olsen campaigns in just a few simple clicks. Here you can produce posters, maps and social media assets for your promotions with ease.



### TRADE MARKETING

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Our Trade Marketing Team are here to help you with tools and support including copy, imagery, video and social media assets.

Get in touch:  
[trade.marketing@fredolsen.co.uk](mailto:trade.marketing@fredolsen.co.uk)

### SALES TEAM

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Our Account Managers and Sales Support team are here to help you to promote and sell our cruises.

Call us on: **01473 746164**

[cruise.sales@fredolsen.co.uk](mailto:cruise.sales@fredolsen.co.uk)

Register & access our TAC [here](#)