



Fred. Olsen Cruise Lines

AROUND THE WORLD

with Japan & Hawaii

CRUISE LAUNCH TOOLKIT

Embargoed until 9th April 2025



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Key Information



KEY INFORMATION

THE SAILING

We are launching our 2027 World Grand Voyage on Wednesday 9th April.

This 98-night cruise will visit destinations across the world, with highlights including Japan and Hawaii.

KEY DATES

This cruise will launch on **Wednesday 9th April 2025**.

The Freedom Fare Price Promise will run until **Wednesday 7th May 2025**.

EMBARGO

All launch activity, itineraries and information within this document is under strict embargo until **Wednesday 9th April 2025**.

FREEDOM FARE PRICE PROMISE

If your customers book within the first four weeks of launch, they can take advantage of our Freedom Fare Price Promise. If their cruise price is later reduced, we will automatically upgrade them or gift them On-Board Spend, so they can rest assured that by booking early, they'll be getting the best value on their Freedom Fare.

OUR PROMISE FOR SOLO GUESTS

In addition to the Freedom Fare Price Promise, we have ensured that our single occupancy cabins will be the same as equivalent twin fares in the first four weeks of launch.

These cabins sell out quickly, so we recommend booking early to secure the best deal for your customers.

NEW INCLUSIVE PRICING

In line with our recent launch, we've listened to our guests and made our pricing simpler, clearer and more inclusive.

More details can be found on page 18.

FULL TERMS & CONDITIONS

These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions which are available here ([hyperlink](#)), 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 All offers may be withdrawn or amended at any time without prior notice, cannot be combined, are subject to availability and cannot be applied retrospectively.

***Freedom Fare Price Promise:** applicable to new bookings only made from 09/04/25 to 07/05/25, inclusive, on new 2027 Grand Voyage, S2702. Freedom Fare Price Promise based on Freedom fare prices for the cruise shown on Fred. Olsen Cruise Lines' website only; third party websites, charters, exclusive sailing, Tour Operator holidays, welcome home offers & external membership benefits are excluded from the Freedom Fare Price Promise. For our Freedom Fare Price Promise, if the cruise price of your cabin grade booked is reduced, you will receive either a complimentary upgrade (subject to availability) or onboard spend to the value of the price difference.

**** Freedom Fare Price Promise for Solo Travellers:** applicable to new bookings only made from 09/04/25 to 07/05/25, inclusive, on new 2027 Grand Voyage, S2702. Freedom Fare Price Promise based on Freedom fare prices for the cruise shown on Fred. Olsen Cruise Lines' website only; third party websites, charters, exclusive sailing, Tour Operator holidays, welcome home offers & external membership benefits are excluded from the Freedom Fare Price Promise. Our Freedom Fare Price Promise applies when booking a single cabin (defined in the cabin description as "single") and will be based on the equivalent twin cabin per person price. If the cruise price of your cabin grade booked is reduced, you will receive either a complimentary upgrade (subject to availability) or onboard spend to the value of the price difference.

Gratuities and Drinks with lunch & dinner included: applicable for new bookings made from 09/04/25 on new 2027 Grand Voyage, S2702.

E&OE.



Fred. Olsen Cruise Lines

AROUND THE WORLD

with Japan & Hawaii

The Itinerary



Around the World with Japan & Hawaii

Cruise Code: S2702



21 JAN '27



SOUTHAMPTON



98 NIGHTS



BOREALIS

This extraordinary world cruise is an epic voyage of discovery, designed from scratch by Fred. Olsen Cruise Lines' expert Journey Planners to showcase an incredible array of iconic landmarks, diverse cultures and natural wonders in a mix of renowned cities and hidden gems.

Timed for fewer crowds and the chance to witness the beauty of the late plum blossom season (Ume), your journey through Japan allows you to explore ancient castles and temples, take in breathtaking views of Mount Fuji, ride the bullet train in Osaka and enjoy our maiden call into Shimizu. There'll also be chances to immerse yourself in rich traditions, from tasting sake and sushi to meeting Geisha and experiencing an authentic tea ceremony. Another unforgettable highlight is four days in Hawaii, where you'll have ample time to explore volcanic landscapes, pristine beaches and lush rainforests. Here, you can embrace the spirit of Aloha at a traditional Luau, enjoying hula, music and local cuisine.

This journey offers once-in-a-lifetime moments, from whale watching in the Caribbean, Mexico and Hawaii to witnessing Hong Kong's iconic skyline illuminated by the Symphony of Lights. You'll have the chance to visit Pearl Harbor, wander through Singapore's futuristic Gardens by the Bay and experience the untamed beauty of South Africa, where you can seek out the 'Big Five' and admire the dramatic backdrop of Table Mountain. *Borealis* will also transit through the legendary Panama Canal, a feat of engineering that links the Atlantic and Pacific Oceans.

Freedom Fare Prices from £11,499pp



THE ITINERARY

Wed 21 Jan ● Depart from Southampton
 Thu 22 – Fri 23 Jan ● At Sea
 Sat 24 Jan ● Lisbon, Portugal
 Sun 25 Jan ● At Sea
 Mon 26 Jan ● Funchal, Madeira
 Tue 27 Jan – Sun 1 Feb ● At Sea
 Mon 2 Feb ● Bridgetown, Barbados
 Tue 3 Feb ● St George's, Grenada
 Wed 4 – Thu 5 Feb ● At Sea
 Fri 6 Feb ● Cartagena de Indias, Columbia
 Sat 7 – Sun 8 Feb ● Colon, Panama 🌙*
 Sun 8 Feb ● Transit the Panama Canal
 Mon 9 Feb ● At Sea
 Tue 10 Feb ● Puntarenas, Costa Rica
 Wed 11 – Thu 12 Feb ● At Sea
 Fri 13 Feb ● Huatulco, Mexico
 Sat 14 – Sat 21 Feb ● At Sea
 Sun 22 Feb ● Kahului, Hawaii
 Mon 23 Feb ● Hilo, Hawaii
 Tue 24 Feb ● Honolulu, Hawaii
 Wed 25 Feb ● Nawiliwili, Hawaii
 Thu 26 – Sat 28 Feb ● At Sea
 Sun 1 Mar ● Cross the International Date Line
 Mon 2 Mar ● Lost Day
 Tue 3 – Fri 6 Mar ● At Sea
 Sat 7 – Sun 8 Mar ● Tokyo, Japan 🌙*
 Mon 9 Mar ● Shimizu, Japan
 Tue 10 Mar ● Nagoya, Japan
 Wed 11 – Thu 12 Mar ● Osaka, Japan 🌙*
 Fri 13 Mar ● At Sea
 Sat 14 Mar ● Naha, Japan

Sun 15 – Mon 16 Mar ● At Sea
 Tue 17 Mar ● Hong Kong
 Wed 18 – Fri 20 Mar ● At Sea
 Sat 21 – Sun 22 Mar ● Singapore 🌙*
 Mon 23 Mar ● At Sea
 Tue 24 Mar ● Phuket, Thailand
 Wed 25 – Tue 31 Mar ● At Sea
 Wed 1 - Thu 2 Apr ● Port Louis, Mauritius
 Fri 3 – Mon 6 Apr ● At Sea
 Tue 7 Apr ● Gqeberha, South Africa
 Wed 8 Apr ● At Sea
 Thu 9 – Fri 10 Apr ● Cape Town, South Africa 🌙*
 Sat 11 – Tue 14 Apr ● At Sea
 Wed 15 Apr ● Jamestown, St Helena
 Thu 16 – Mon 20 Apr ● At Sea
 Tue 21 Apr ● Praia, Cape Verde
 Wed 22 – Thu 23 Apr ● At Sea
 Fri 24 Apr ● Las Palmas, Gran Canaria
 Sat 25 – Sun 26 Apr ● At Sea
 Mon 27 Apr ● La Coruña, Spain
 Tue 28 Apr ● At Sea
 Wed 29 Apr ● Arrive into Southampton

ITINERARY HIGHLIGHTS

Japan

Timed for fewer crowds and the chance to witness the beauty of the late plum blossom season (Ume), our journey through Japan allows your customers to explore ancient castles and temples, take in breathtaking views of Mount Fuji, ride the bullet train in Osaka and enjoy our maiden call into Shimizu. There'll also be chances for them to immerse themselves in rich traditions, from tasting sake and sushi to meeting Geisha and experiencing an authentic tea ceremony

Hawaii

Another unforgettable highlight is four days in Hawaii, where your customers will have ample time to explore volcanic landscapes, pristine beaches and lush rainforests. Here, they can embrace the spirit of Aloha at a traditional Luau, enjoying hula, music and local cuisine.





Fred. Olsen Cruise Lines

AROUND THE WORLD

with Japan & Hawaii

Marketing Assets,
Copy & Pricing



MARKETING ASSETS

We have designed a wide range of digital and print assets which can be used in launch activity set to go live from 9th April 2025.

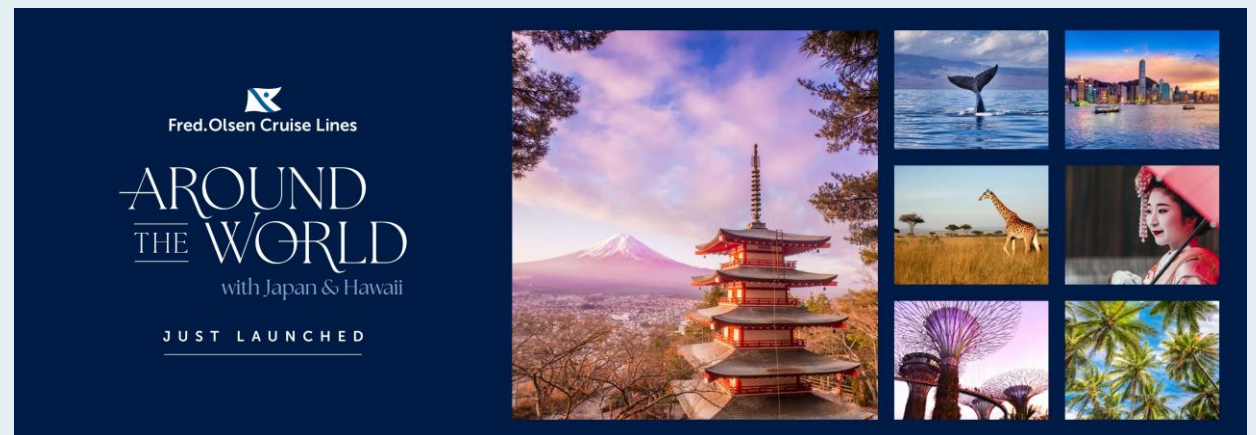
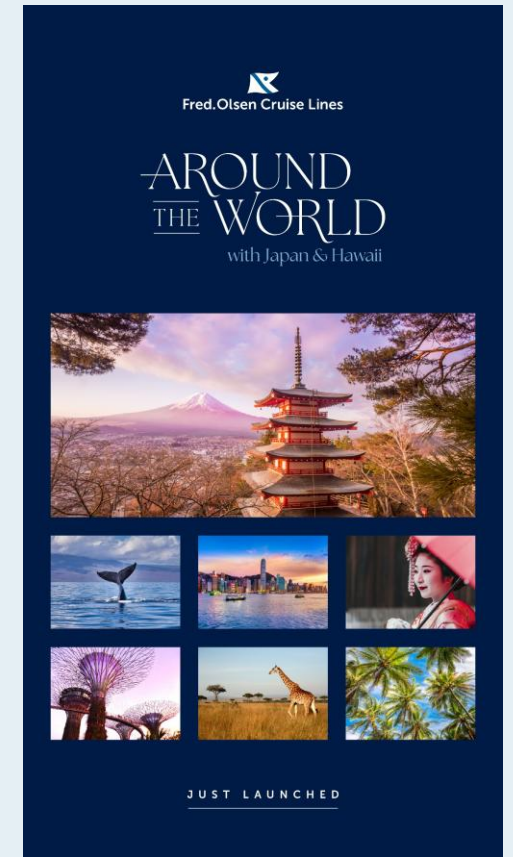
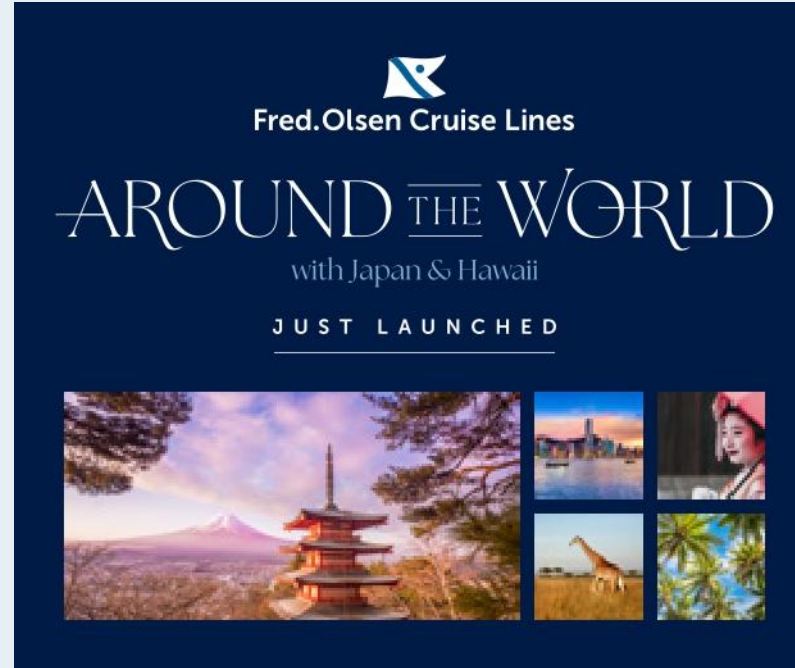
These assets can be used to help with the promotion of our new World Cruise. We've included a range of different creatives which you can use across Social Media, your website, email and print.

Wherever the Freedom Fare Price Promise is mentioned, you will need to reference our terms and conditions (which can be found on [page 6](#)).

We kindly request that you use the assets provided to ensure brand consistency across all channels. The assets have been created in the standard sizes we know you use – however we are happy to create any bespoke sizes you may need. We are also happy to create assets with space to add your own logo and CTA. Please get in touch with our friendly Trade Marketing Team or your Account Manager for more information.

All assets can be found on our [Travel Agent Centre](#) in the Image Library, or by clicking on the link below:

[Launch Creative & Assets](#)



IMAGERY

We have used a range of stock imagery for our World Cruise assets.

We are unfortunately unable to share raw stock imagery due to licence restrictions.

Stock imagery for this campaign was sourced from Shutterstock. We have included the asset IDs under each image should you wish to licence any of these for your own use.

We also have a wide range of imagery available on our Image Library which can be found on our [Travel Agent Centre](#).



Source: Shutterstock
Image ID: [548562136](#)
Description: Maiko Geisha



Source: Shutterstock
Image ID: [1819539752](#)
Description: Palm Tree Leaf



Source: Shutterstock
Image ID: [166974470](#)
Description: Mount Fuji



Source: Shutterstock
Image ID: [1842221905](#)
Description: Humpback whale



Source: Shutterstock
Image ID: [2495154259](#)
Description: Hong Kong cityscape



Source: Shutterstock
Image ID: [620232662](#)
Description: Gardens by the Bay



Source: Shutterstock
Image ID: [13050973](#)
Description: Giraffe in grassland

LEAD IN PRICING

We are pleased to share that for the first four weeks of launch, guests can take advantage of our Freedom Fare Price Promise.

If their cruise price is later reduced, we will automatically upgrade them or gift them On-Board Spend, so they can rest assured that by booking early, they'll be getting the best value on their Freedom Fare.

In addition to the Freedom Fare Price Promise, we have ensured that our single occupancy cabins will be the same as equivalent twin fares in the first four weeks of launch.



INTERIOR CABINS
Prices from £11,499pp



OCEANVIEW CABINS
Prices from £14,399pp



TERRACE CABINS
Prices from £21,199pp



SUITES
Prices from £25,999pp



MARKETING COPY – LONG FORM

JUST LAUNCHED: AROUND THE WORLD WITH JAPAN & HAWAII

An Adventure of a Lifetime

This extraordinary world cruise is an epic voyage of discovery, designed from scratch by Fred. Olsen Cruise Lines' expert Journey Planners to showcase an incredible array of iconic landmarks, diverse cultures and natural wonders in a mix of renowned cities and hidden gems.

Timed for fewer crowds and the chance to witness the beauty of the late plum blossom season (Ume), your journey through Japan allows you to explore ancient castles and temples, take in breathtaking views of Mount Fuji, ride the bullet train in Osaka and enjoy our maiden call into Shimizu. There'll also be chances to immerse yourself in rich traditions, from tasting sake and sushi to meeting Geisha and experiencing an authentic tea ceremony. Another unforgettable highlight is four days in Hawaii, where you'll have ample time to explore volcanic landscapes, pristine beaches and lush rainforests. Here, you can embrace the spirit of Aloha at a traditional Luau, enjoying hula, music and local cuisine.

This journey offers once-in-a-lifetime moments, from whale watching in the Caribbean, Mexico and Hawaii to witnessing Hong Kong's iconic skyline illuminated by the Symphony of Lights. You'll have the chance to visit Pearl Harbor, wander through Singapore's futuristic Gardens by the Bay and experience the untamed beauty of South Africa, where you can seek out the 'Big Five' and admire the dramatic backdrop of Table Mountain. *Borealis* will also transit through the legendary Panama Canal, a feat of engineering that links the Atlantic and Pacific Oceans.

Book early to benefit from Fred. Olsen Cruise Lines' **FREEDOM FARE PRICE PROMISE***

If you book within the first four weeks of launch, you can take advantage of their Freedom Fare Price Promise. If your cruise price is later reduced on the Fred. Olsen Cruise Lines' website, they will automatically upgrade you or gift you On-Board Spend. Plus, they have also ensured that their single occupancy cabins will be the same as equivalent twin fares in the first four weeks of launch, so you can rest assured that by booking early, you'll get the best value on your Freedom Fare.

MARKETING COPY - SHORT FORM



Perfect for: Social Media or Email

JUST LAUNCHED: AROUND THE WORLD WITH JAPAN & HAWAII

This extraordinary world cruise is an epic voyage of discovery, designed from scratch by Fred. Olsen Cruise Lines' expert Journey Planners to showcase an incredible array of iconic landmarks, diverse cultures and natural wonders in a mix of renowned cities and hidden gems.

Book early to benefit from Fred. Olsen Cruise Lines' FREEDOM FARE PRICE PROMISE*

If you book within the first four weeks of launch, you can take advantage of their Freedom Fare Price Promise. If your cruise price is later reduced on the Fred. Olsen Cruise Lines' website, they will automatically upgrade you or gift you On-Board Spend. Plus, they have also ensured that their single occupancy cabins will be the same as equivalent twin fares in the first four weeks of launch, so you can rest assured that by booking early, you'll get the best value on your Freedom Fare.



OFFER WORDING

FREEDOM FARE PRICE PROMISE

By booking early and securing your place on Fred. Olsen Cruise Lines' new 2027 World Cruise by 7th May 2025, you can benefit from their Freedom Fare Price Promise. If your package price is later reduced by Fred. Olsen Cruise Lines', they'll automatically upgrade your cabin or gift you On-Board Spend, so you can rest assured that you'll be getting excellent value on your Freedom Fare*.

*Terms and conditions apply.

OUR PRICE PROMISE FOR SOLO GUESTS

Fred. Olsen Cruise Lines have ensured that their Single Cabin prices will be the same as equivalent twin fares, if you book by 7th May 2025. What's more, you can benefit from their Freedom Fare Price Promise* – if your package price is later reduced by Fred. Olsen Cruise Lines', they'll automatically upgrade your cabin or gift you On-Board Spend, so you can rest assured that by booking early, you'll be getting the best value on your Freedom Fare.

*Terms and conditions apply.

NEW INCLUSIVE PRICING

Fred. Olsen Cruise Lines have listened to their guests and made their pricing simpler, clearer and more inclusive – ensuring even more is now included within your cruise fare. Alongside full-board dining, entertainment and enrichment talks, you 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 their satisfaction guarantee.

Plus, we're delighted to share that their new itineraries will include house beer, wine, and draught soft drinks with lunch and dinner – so you can unwind and savour every moment of your hard-earned cruise, knowing everything is taken care of.



Fred. Olsen Cruise Lines

AROUND THE WORLD

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Helpful Information &
Further Support



OUR NEW INCLUSIVE PRICING

We've listened to our guests and made our pricing simpler, clearer and more inclusive – ensuring even more is now included within our cruise fares.

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 our new World Cruise itinerary will 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.

For more information on our new inclusive pricing, please visit our Travel Agent Centre by clicking on the below link:

[More Information](#)





Fred. Olsen Cruise Lines

WHAT'S INCLUDED?

FREEDOM FARES

ON CRUISES FROM JANUARY 2026



OUR NEW PREMIUM DRINKS PACKAGE

Our new Premium Drinks Package will be available for customers to purchase for all sailings departing after 1st 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 tipple 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.



SATISFACTION GUARANTEE

We know that trying a new cruise line can sometimes feel a little risky for guests, particularly if they've been used to sailing with another line.

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 first 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.

Download the Satisfaction Guarantee Logo from our Travel Agent Centre [here](#).

Terms & conditions: The Satisfaction Guarantee excludes Party Nights and cruises for 4 or less nights. The guarantee only applies to bookings made for departures more than 12 weeks ahead. Applicable only 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 guarantee, 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.



WE ARE HERE TO HELP

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 for 2025 Fred. Olsen Cruise Lines' Training Academy.

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

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

SALES TEAM

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

Register & access our TAC [here](#)