

Fred. Olsen Cruise Lines' *Boudicca* commences its second cruise season from Liverpool

4th July 2014

Fred. Olsen Cruise Lines' 880-guest ship *Boudicca* has commenced its second cruise season from Liverpool's iconic Pier Head Cruise Terminal, with an eight-night sailing to the Norwegian fjords. The ship will arrive back in the city on 7th July 2014 and will then depart on a 14-night adventure cruise to Greenland and Iceland. In all, Fred. Olsen is offering 11 sailings from Liverpool in its 2014/15 cruise season, which is an increase on the 10 cruises that *Boudicca* undertook from the city last year.

Fred. Olsen is offering a variety of exciting worldwide itineraries from Liverpool in 2014, including a 16-night voyage to Norway 'In search of the Northern Lights', one of Nature's most spectacular phenomena, in November 2014, and a two-night Dublin mini-cruise in December 2014, to sample the famous Irish 'craic' in the run-up to Christmas.

Boudicca's 2014 cruise season in Liverpool will be interspersed with two calls in Belfast in August and two in Greenock (Glasgow) in September.

Fred. Olsen has one of the highest numbers of cruise calls into Liverpool's Pier Head in 2014, and the cruise line is a long-standing supporter of the Merseyside region, returning to cruising from the city last year on *Boudicca*.

Nathan Philpot, Sales and Marketing Director for Fred. Olsen Cruise Lines, said:

"It is great to be back in Liverpool for our second cruise season on *Boudicca*, one of the most popular ships in our fleet. We were very encouraged by the commitment shown by our loyal guests in the Merseyside region last year, and we are offering even more cruises from this vibrant city in 2014.

"With its stunning vistas and proud maritime heritage, there is something very special about cruising from Liverpool, and it is a tremendous benefit to be able to offer our guests the chance to set sail from the world-famous Pier Head."

Fred. Olsen has also added the new ports of Avonmouth (Bristol) and Belfast to its list of convenient regional departure ports in 2014, meaning that Fred. Olsen is able to offer guests a choice of ten different departure ports all around the UK, within only a two hours' drive from 80% of the UK population, further enhancing the cruise line's reputation as the UK's 'local' cruise line, with a choice of 'global' itineraries.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 242 (Monday to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 4pm), or visit an ABTA travel agent.

ENDS

For media enquiries, please contact:

Rachael Jackson

Public Relations Manager
Fred. Olsen Cruise Lines
Tel: 01473 292233
E-mail: rachael.jackson@fredolsen.co.uk

Ruth Ryland

Public Relations Executive
Fred. Olsen Cruise Lines
Tel: 01473 292407
E-mail: ruth.ryland@fredolsen.co.uk

