

YOUR  
OCEANS  
NEWSLETTER

# cruiselines

WINTER 2009

oceans better than ever..... santa cruz event..... new oceans logo.....advance guide news..... on the horizon..... top points..... and more!

 Fred. Olsen Cruise Lines

## Your Oceans is better than ever!

At Fred. Olsen Cruise Lines we greatly value the support our past customers give us and it is for this reason that we operate our Oceans Club. We are dedicated to seeking new ways to reward that support and so regularly review the Oceans benefits on offer. We are pleased to say that we are now updating and improving the benefits available exclusively to Oceans members making your membership all the more valuable.

**All Oceans members will receive a 5% discount on the price of cruises booked six months in advance** (excluding any Latesaver Fares) for cruises departing from Summer 2010 onwards. The 2% and 4% discounts that were only available to Silver and Gold members, the 5% discount on Shore Tours for Blue and Silver members and the 5% discount on on-board spending for Blue members will all be discontinued. Please see overleaf for a full list of the new benefits for each membership level. With the discount on the cruise cost being worth

significantly more than the various discounts, we feel this is a much more valuable reward.

Of course, while we want to thank all members, we also want to recognise those who choose to cruise with us the most. With this in mind, in addition to the 5% discount detailed above, Silver and Gold members will benefit from a 5% discount on on-board spending, Flagship Golf and Civilisations packages. Gold members will receive a 5% discount on pre-booked Shore Tours too.

We hope you agree these benefits are a big improvement, which better demonstrates our continuing appreciation to Oceans members for their support.

*The new benefits are effective for bookings made for Summer 2010 departures onwards and cannot be applied retrospectively. Membership Terms and Conditions apply. To register for Summer 2010 cruises before the general on-sale date, please refer to the enclosed Advance Registration form.*



Santa Cruz

## A RARE EVENT IN SANTA CRUZ

Our photographer on board *Black Watch* was lucky enough to capture a photograph of a rather special occasion: *Black Prince*, *Black Watch* and *Balmoral* all docked alongside in Tenerife. Complimented by the brief arrival of a Fred. Olsen Fast Ferry, this was a very special moment, with three fifths of the Fred. Olsen fleet all in one place! It was particularly poignant as, with *Black Prince* retiring later this year, there will be few opportunities for a similar reunion.

# Your New, Improved, Oceans Benefits



As a reminder of all the rewards our Oceans members receive, we have listed below the new benefits that will apply for cruises departing from Summer 2010 onwards.

## Blue Level (1-30 points)

- Membership Card
- 5% Oceans Advance Booking Discount for bookings made at least 6 months in advance of departure date (conditions apply)
- Advance Notice of Next Season's Cruises
- Advance Registration Service
- 'Introduce a Friend' Reward Scheme
- Cruiselines Newsletter
- On board Representative
- Dedicated Section of our Website, [www.fredolsencruises.co.uk](http://www.fredolsencruises.co.uk)
- Dedicated Email Address to the Club Administrator, [oceans@fredolsen.co.uk](mailto:oceans@fredolsen.co.uk)

## Silver Level (31-100 points)

As Blue Level plus:

- Priority Embarkation at UK ports (numbers permitting)
- Oceans Cocktail Party
- 5% Discount on On Board Spending
- 5% Discount on Civilisations Packages
- 5% Discount on Flagship Golf Packages

## Gold Level (101+ points)

As Blue & Silver Level plus:

- Welcome Aboard Gift
- Personalised Luggage Labels
- Dedicated Telephone Line to the Club Administrator
- Complimentary Shuttle Bus Pass
- 5% Discount on Shore Tours Booked Prior to Departure

## Updated Terms and Conditions

Following the changes to Oceans membership, some of the Terms and Conditions have been amended accordingly. The amended points are as follows:

3.1: Is now relevant for all Oceans members.

3.1.2 and 3.1.6: are no longer in place.

3.1.7: The six month deadline for obtaining Oceans cruise discount is by calendar month, i.e. to obtain Oceans discount for a cruise in September 20, you must book by March 20.

3.2: 5% discount off on-board spending for Silver and Gold members only.

3.2.2: This discount may not be combined with any cruise booked as a concession, supernumerary or prize-winner.

We strongly recommend that you check with your tour operator or travel agent prior to booking.

3.3: 5% discount off Shore Tours booked prior to departure for Gold members.

3.3.1: Only available to Gold members who have the valid membership level at the time of booking their Shore Tours, this discount will not be applied retrospectively if a passenger becomes a Gold member after booking their Shore Tours.

3.3.3: This discount may not be combined with any cruise booked as a concession, supernumerary or prize-winner.

We strongly recommend that you check with your tour operator or travel agent prior to booking.

3.8.7: This benefit is not available on any cruise booked as a concession, supernumerary or prize-winner. We strongly recommend that you check with your tour operator or travel agent prior to booking.

Should you like a copy of the new Oceans Terms and Conditions please contact the Oceans Club Administrator by email at [oceans@fredolsen.co.uk](mailto:oceans@fredolsen.co.uk) or download from [www.fredolsencruises.com](http://www.fredolsencruises.com).

## NEW OCEANS LOGO

Oceans

With the improvements to the membership benefits, we thought it was a good time to update the Oceans logo too. In keeping with the Fred. Olsen style of the best of the traditional updated with the contemporary, the new logo is an evolution and evolution of the familiar Oceans logo, in preference to a complete redesign.

A new colour has been chosen, to reflect the many colours of the ocean around the world and the design is cleaner and fresher, with a more current feel. Over time, the new logo will be introduced on all Oceans stationary.

# Register for Summer 2010 cruises now!

## 2010 Cruise Preview Coming Soon

We aim to always give priority to Oceans members. With this in mind, we have enclosed with this copy of Cruiselines an Advance Registration form, which gives you the first opportunity to book Summer 2010 cruises, even before the Preview is released. At this stage, only general destination details are available, but your chosen cruises can be secured for only £50 per person. Please refer to the enclosed form for full details. In the same way, an Advance Registration form will be sent to you for Winter 2010 cruises, once those details are available.

In March we will be releasing our advance guide for Summer/Autumn 2010 cruises. Listing full itineraries and savings on the new brochure prices, the preview (which will be sent to you on launch) means you can book 2010 cruises before our main brochure is released and at a better price too.

Remember, the new **5% Oceans discount** applies to Summer 2010 departures, so the Advance Registration form is a great way to ensure you don't miss out!



## Pueblo Don Thomas Country Club



Undertaken by Fred. Olsen S.A, Pueblo don Thomas is a luxury property development, situated on the beautiful Canary Island of La Gomera, known as 'a diamond in the rough'. Should you have enjoyed the island on a Fred. Olsen cruise in the past, Pueblo Don Thomas gives the chance to experience the pleasures of the island into the future with a holiday home on the island.

The Pueblo Don Thomas has now opened an exclusive Country Club. The club offers magnificent swimming pools, a pool bar, gymnasium and barbecue area, among other amenities. The facilities are complemented by the magnificent view of the Atlantic Ocean and Mount Teide on the neighbouring island of Tenerife.

For further details, visit  
[www.pueblodonthomas.com](http://www.pueblodonthomas.com).

### Recent Oceans Mailing – Our Apologies

Recently we sent a mailing to all Oceans members, advising of the increase in the period before membership lapses from three to five years since the last cruise taken.

Unfortunately a small number of Oceans members were sent a letter stating that their membership had lapsed and been reactivated, when in fact they were still active members. We are sorry for this mistake and would like to reassure all our Oceans members that their records are correctly held on our database, with the appropriate numbers of cruise points correctly recorded. Unfortunately our technology got the better of us on this occasion – our apologies to all those affected.

## Gold Priority Embarkation

We would like to kindly remind our valued Gold members that we are pleased to provide complimentary tea, coffee and soft drinks to you while waiting to embark in British ports, but please note this does not extend to alcoholic beverages.

This is in accordance with the Oceans Terms and Conditions 3.9.2 which states:

*"You can claim complimentary tea, coffee and soft drinks at the bar in the cruise terminal on production of your Gold priority boarding card (issued at check-in)."*

We thank you for your cooperation.

## Recommend A Friend

Just a reminder that our 'Recommend a Friend' scheme is a great way to top up your on board account with spending credit. For each friend you recommend who then books, a £25 voucher will be available to you. You will need to register your friend before they book and then contact our Oceans department to claim your voucher, once your friend has completed their cruise.

Recommendations and voucher claims for this scheme can be accepted in writing either by post or by simply e-mailing your friends' names, addresses and email addresses to [oceans@fredolsen.co.uk](mailto:oceans@fredolsen.co.uk)

# On the horizon

Greetings to all members, both new and longstanding.

I don't think it is too late to wish everyone a Happy New Year, as we look forward with every hope to 2009.

With hindsight, perhaps 2008 was not the ideal year to increase our capacity as significantly as we did, but we are now very well placed for the future, with an improved fleet of ships.

*Balmoral* has been warmly embraced and has become a firm favourite of many; *Braemar's* passengers love that there is even more of her to enjoy and *Black Watch* and *Boudicca* remain the constant choice of those who embrace our ethos that cruise ships can so easily lose their heart by being too big. Sadly we will be saying farewell to *Black Prince* before the end of this year – the vessel that laid the foundation for today's fleet. We will look to secure positions for *Black Prince's* key crew members across the fleet, while *Boudicca* looks set to follow in her wake as the ship dedicated to Northern UK departures. Many thanks for your comments which have helped formulate our plans to regrade numerous cabins and suites - details will be published in the forthcoming 2010/11 brochure and on our website.

On a very positive note, as we consign fuel supplements to last year, new bookings are better than buoyant at the time of writing – and mid-January had the highest number of bookings in a week in the company's history. This goes to show that whatever the outlook, people still want to cruise, recognising the true value that our full board Sterling-based product offers, when compared to some alternative holidays.



*Along*

## TOP POINTS

As you may know, we like to thank our most frequent cruisers by awarding a choice from our Crystal Collection to the passenger with the highest number of Oceans points on each cruise. This is presented at the Oceans Cocktail Party on board.

Please see the below for the latest list of our winners in ship and cruise order.

BW864	12-Sep-08	Mrs Joyce Godwin	BP823	28-Sep-08	Mr & Mrs S. Paterson
BW865	26-Sep-08	Mr David Busby	BP825	13-Oct-08	Miss J. Condron
BW866	24-Oct-08	Mr D.G. Campbell	BP826	26-Oct-08	Mrs Elspeth Goodall
BW867	01-Nov-08	Mr & Mrs J.D. Brewin	BP827	08-Nov-08	Mr & Mrs J. Dunsmuir
BW868	23-Nov-08	Mr R. Kemp	BP828	10-Oct-08	Mr & Mrs R. S. Jones
BW869	01-Dec-08	Mr & Mrs D. Bowman	BP829	01-Dec-08	Mr A. J. Sutton
BW870	13-Dec-08	Mr & Mrs T. Prescott	BP830	14-Dec-08	Mrs Mary Jonas
BW871	18-Dec-08	Mr & Mrs J. Thompson	BP831	20-Dec-08	Mr & Mrs G. Ellis
BW872	21-Dec-08	Mrs S. E. Sanders			
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BD068	15-Sep-08	Mr & Mrs J. Cooke	BM211	18-Sep-08	Mr Keith Johnson
BD069	01-Oct-08	Mrs Barbara Edwards	BM212	02-Oct-08	Mrs Mary Aspinall
BD071	21-Oct-08	Mr Lancelot Cyril Fitch	BM213	16-Oct-08	Mr & Mrs D. Whittam
BD072	06/11/2008	Mr & Mrs E. Wild	BM214	23-Oct-08	Mr & Mrs G. Stones
BD073	20-Oct-08	Mrs Marlene Housley	BM215	13-Nov-08	Miss M.Kirkwood
BD074	04-Dec-08	Mr Graham Hendry	BM216	27-Nov-08	Miss Clair Potter
BD075	18-Dec-08	Mr & Mrs B. K. Tietjen	BM217	11-Dec-08	Mrs Patricia Barrett
BD076	01-Jan-09	Mr & Mrs T. Prescott	BM218	23-Dec-08	Mr & Mrs J. Catherwood
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BL022	18-Sep-08	Miss J. Durrant			
BL023	25-Sep-08	Mrs Hirlande Wright			
BL025	07-Oct-08	Mr & Mrs E. Batte			
BL026	19-Oct-08	Mr & Mrs C. Ackroyd			
BL027	16-Nov-08	Mr & Mrs C. W. Haines			
BL028	30-Nov-08	Mr & Mrs T. Godfrey			
BL029	13-Dec-08	Mr & Mrs D. Manwaring			
BL030	20-Dec-08	Mr & Mrs J. W. Casterton			



THE CRYSTAL COLLECTION

## COMPETITION WINNERS

Congratulations to Mrs D Goodwin, Mrs M Ewan and Mrs Y Metcalfe, who are the winners of our Email Sign-Up competition. Our thanks to everyone who signed up for our e-newsletters.