



Black Friday Sale – campaign brief

[Campaign assets available here](#)

<p>What are the validity dates for the offer?</p>	<p>The campaign will be valid for new bookings made from Thursday 18th to Tuesday 30th November inclusive.</p>
<p>When can promotions start?</p>	<p>From 9am Thursday 18th November</p>
<p>Is a promo code required?</p>	<p>No</p>
<p>What is the offer messaging to use?</p>	<p>SAVE up to £400 per person on a great selection of 2022 sailings in our Black Friday Sale or: SAVE up to £800 per cabin* on a great selection of 2022 sailings in our Black Friday Sale *based on two people sharing</p> <p>OR</p> <p>Special offers for Solo guests on selected grades on selected 2022 Black Friday Cruises</p> <p>Black Friday Sale - Cruises from £399 per person* on a selection of 2022 cruises. Hurry ends Tuesday! *based on two sharing</p> <p style="text-align: center;">“SAVE on your next adventure</p> <p>As the year draws to a close you may be dreaming of cruise adventures to come in 2022. To give you something to look forward to you might be interested in Fred. Olsen’s fantastic selection of cruises included in</p>

their **Black Friday Sale**.

Whether you fancy going in search of the **Northern Lights**, enjoying a **city break** in the Netherlands and Belgium, or escaping to warmer climes in the **Canaries**, we hope that their itineraries offer something to suit you.

Choose from a selection of 11 cruises in 2022 – including those aboard their new ships *Bolette* and *Borealis* – with **special savings of up to £400 per person** if you book between Thursday 18th November and Tuesday 30th November."

Which sailings does the extra £400pp off apply to?

Cruise code & ship	Itinerary	Departure date	Departure port	Duration	Prices from*
T2201A Bolette	<u>Exploring Southern Spain</u>	19 th Jan 2022	Southampton	12 nights	£599pp
T2202A Bolette	<u>In Search of the Northern Lights</u>	30 th Jan 2022	Southampton	14 nights	£999pp
S2204A Borealis	<u>In Search of the Northern Lights</u>	11 th Feb 2022	Liverpool	16 nights	£1,199pp
S2205A Borealis	<u>Winter Warmth in the Canaries</u>	27 th Feb 2022	Liverpool	14 nights	£1,099pp
T2204A Bolette	<u>Escape to the Canaries</u>	4 th Mar 2022	Southampton	12 nights	£999pp
L2209A Balmoral	<u>Myths & Legends of British Isles</u>	13 th Apr 2022	Newcastle	9 nights	£799pp

Which sailings does the extra £300pp off apply to?

Cruise code & ship	Itinerary	Departure date	Departure port	Duration	Prices from*
S2206A Borealis	<u>Classic Iceland in Nine Nights</u>	13 th Mar 2022	Liverpool	9 nights	£799pp
T2204B Bolette	<u>Western Europe City Break</u>	16 th Mar 2022	Southampton	8 nights	£499pp
L2207 Balmoral	<u>Oslo & Copenhagen City Break</u>	1 st Apr 2022	Newcastle	5 nights	£399pp
S2208 Borealis	<u>Classic Norwegian Fjords</u>	6 th Apr 2022	Liverpool	8 nights	£699pp
S2211 Borealis	<u>Springtime Tulips & Floriade Expo</u>	6 th May 2022	Liverpool	7 nights	£599pp

**Lead Saver fare prices shown above include Black Friday saving.*

<p>Lead pricing & saving message</p>	<p>Black Friday offers valid for new bookings made between Thursday 18th November and Tuesday 30th November 2021 inclusive.</p> <p>Saving based on previous selling price.</p> <p>Saver Fare terms & conditions apply.</p> <p>Lead prices shown above include Black Friday saving.</p>
<p>What are the terms and conditions for these offers?</p>	<p>These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions which are available on our website, fredolsencruises.com 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. 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. We reserve the right to amend itineraries for operational reasons. Some ports may be at anchor, intermediate days are at sea.</p> <p>Black Friday Saver Fare Terms and Conditions apply Fares are per person, based on standard occupancy of the lead-in cabins, subject to availability. Saving is per person, and not applicable to the 3rd/4th guest in cabin. Black Friday offers are valid for new bookings made from 18th Nov 2021 to 30th Nov 2021, inclusive, on selected cruises as shown on our website. Offers are subject to availability and can be withdrawn at any time, and are based on Black Friday Saver Fare. Savings shown are based on recent selling prices. Bookings made via Tour Operators are excluded from all Black Friday Sale offers. No cabin number is provided at the time of booking (cabin number will be advised on cruise ticket). The Black Friday Saver Fare is not combinable with any other offer. Bookings are covered by the Plain Sailing Guarantee. Oceans Loyalty Club discounts are not combinable with Black Friday Saver Fare; Ocean points will be earned, however. Dining times will be automatically allocated and will be advised on the cruise ticket. Table sizes cannot be requested when booking a Black Friday Saver Fare.</p> <p>E&OE.</p>