

A low-angle shot of a cruise ship's funnel against a clear blue sky. The funnel is white with horizontal slats and a large red section on the right side featuring a white and blue stylized logo. A large black satellite dish is mounted on top of the funnel.

Bringing the world  
closer to you...

Linking it all together - how air, ships and hotels connect



# COLLEEN CRISP

## Contracts Manager - Air & Land Services for Fred. Olsen Cruise Lines

### Responsible for:

- Pre & Post Land Programmes
- All Airlift, both Schedule and Charter
- Working with our Op's Team for Turnaround Operations



# Fred. Olsen Cruise Lines:

- Family owned company of Norwegian heritage, with our HQ based in UK
- 4 Vessels, trading Worldwide, capacity ranges from 800-1300 guests
- Traditional cruising, mainly to the British market







Smaller ships sailing from ports around the UK to destinations worldwide



Our Fleet



# Our guests and their expectations:

- Average age 66/67 across the fleet
- Mainly retired couples
- Well travelled
- Thirst for knowledge and culture
- High standard of accommodation
- Good service delivery
- To feel safe



# What can we do to help achieve guest expectations?

- Make clear what is expected
- Service delivery
- Ground operators
- Software



# What makes FOCL feature Australia in their cruise programme and what can we do to encourage guests to extend their stay?

- High on most Brit's 'bucket list' so a must for the cruise operator
- Share information with our ground operator
- Offer alternative Pre & Post options to guests
- Offer a worry-free service



# What are the challenges?

- The £10.00 ticket to Australia back in the 60's
- Distance
- Embarking & disembarking of guests





# Why are we all here?

Simple: Because of our guests



# What should we all remember...

It's all about the people!







Thank you for your time

