



Holland America Line Partners with Billboard for Live Music Venue, Billboard Onboard

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Club will be part of the Music Walk complex on new ms Koningsdam

SEATTLE, March 18, 2015 /PRNewswire/ -- Holland America Line is using 50 years of chart-topping hits as the framework for a new live interactive music experience called Billboard Onboard that will debut as part of the Music Walk complex on the line's first Pinnacle-class ship, *ms Koningsdam*. The new programming is in partnership with *Billboard*, the leading global destination for charts, news, trends and innovations in music.

Billboard Onboard will showcase the talents of live musicians — including two pianists, a guitarist and a DJ — who will take turns performing dynamic shows centered around the interesting facts and figures of the music industry as chronicled by *Billboard*. Between the nightly sets and songs, guests can sing and play along with trivia questions presented on screens throughout the room.

"Our guests love music that spans all genres, and Billboard Onboard is the perfect way to showcase a wide range of popular hits under one roof," said Orlando Ashford, president of Holland America Line. "We're thrilled to partner with *Billboard* to debut a venue that will cater to all ages and nationalities."

"*Billboard* is the authoritative voice in the music industry. We are excited to expand our influence to interesting concepts that make sense for the brand," said John Amato, co-president, *Billboard* and *The Hollywood Reporter*. "The inherent trust we have with our audience brings credibility and power to this new music venue and allows artists another platform to share their talents."

The venue debut is a continuation of the growth the brand has seen in the last year, from a new online layout for its entire slate of renowned weekly charts to the launch of Adapt Studios, a branded content studio alongside *The Hollywood Reporter*. A chance to bring the *Billboard* experience to life, Billboard Onboard represents an extension of the brand as it curates venues worldwide.

The new Music Walk complex on *ms Koningsdam* will encompass the ship's musical offerings and partnerships, including Billboard Onboard, B. B. King's Blues Club and Lincoln Center Stage.

About ms Koningsdam

Currently under construction at Fincantieri's Marghera shipyard in Italy, *Koningsdam* represents a new Pinnacle Class of ship for Holland America Line. When it sets sail on its Premier Voyage April 8, 2016, the vessel will debut several innovative concepts and new public venues while still featuring popular amenities guests associate with Holland America Line.

Guests will have the opportunity to enjoy fine dining in several alternative restaurants including Sel de Mer, a new French seafood brasserie; a new immersive farm-to-table dinner experience in the Culinary Arts Center presented by

Food & Wine

magazine; a re-designed casual Lido Market with themed serving stations; a stunning main dining room; and favorites such as Pinnacle Grill, Canaletto Italian restaurant and pan-Asian Tamarind. The ship also will feature Holland America Line's first purpose-built staterooms for families as well as single staterooms among its 1,331 guest accommodations.

Entertainment is taken to a new level with the energetic Music Walk area featuring all genres of music showcased in venues including Lincoln Center Stage performing chamber music nightly; Billboard Onboard where live musicians rock the crowd with chart-topping hits; and the popular B.B. King's Blues Club in the Queen's Lounge bringing the best of Memphis music to sea. World Stage brings 270-degree LED projection to the main showroom, enabling new concepts for showtime performances and immersing the audience in a panorama of sight and sound.

To bring a fresh vision to *Koningsdam*, Holland America Line tapped Adam D. Tihany, one of the world's pre-eminent hospitality designers. Tihany joins distinguished maritime designer and architect Bjorn Storbraaten, who worked with the cruise line on *Eurodam* and *Nieuw Amsterdam*. The two firms will create an interior that blends a fresh, contemporary styling in perfect harmony with the line's renowned classic elegance.

For more information about Holland America Line, contact a travel professional or call 1-877-SAIL-HAL (1-877-724-5425) or visit www.hollandamerica.com.

Editor's note: Renderings and video are available at <http://www2.cleanpix.com/cleanpix/portal/W1tpt-YdE-Pce>.

Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at www.hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in spring 2016 from Fincantieri shipyard, as well as a second Pinnacle Class ship due for

delivery in November 2018.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by Food & Wine magazine —a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes —Explorations Cafe powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner's Dream Beds.

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About *Billboard*

Billboard is the world's most influential music brand, built on the most complete and well-respected database of charts across all music genres. The *Billboard* charts define success in music. From the iconic *Billboard* magazine to *Billboard.com* which is the ultimate consumer-facing destination for millions of passionate music fans, to the industry's most elite conference series and influencer events including the Power 100 and Women in Music – the *Billboard* brand has unmatched authority among fans, artists and the industry alike.

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