



Holland America Line Launches Anniversary Sale on Select 2015-16 Cruises with Shore Excursion Credits, Dining Package and Savings

March 31, 2015

Bookings must be made by June 1, 2015, to receive special offers

SEATTLE, March 31, 2015 /PRNewswire/ -- Holland America Line launched an Anniversary Sale to celebrate the company's 142nd anniversary in April that features a shore excursion credit of up to \$400 per stateroom, a dining package, free or reduced fares for third and fourth guests in a stateroom and 50 percent reduced deposits. The Anniversary Sale is valid on a wide variety of the line's summer 2015 through winter/spring 2016 voyages when an ocean-view and above stateroom is booked by June 1, 2015.

In addition to the dining package, special third- and fourth-guest fares and reduced deposits, guests who book a suite also receive a bonus double shore excursion credit up to \$800 per stateroom, a 100-minute Internet package and an Anniversary Beverage Card valued at \$100.

"Having an Anniversary Sale adds incentive for travelers to plan ahead and book a cruise now to take advantage of these added perks and offers," said Orlando Ashford, president of Holland America Line. "Offering a shore excursion credit allows guests to design their own once-in-a-lifetime experience with one of our more than 400 shore excursions, and a dining package enables us to showcase some of our best premium amenities."

Big Value with Shore Excursion Credit for Booking Now on Cruises to All Regions

With the Anniversary Sale, guests who book an eligible cruise between seven and 10 days receive a shore excursion credit of \$200 per stateroom (\$100 per person), while guests on cruise itineraries of 11 days or longer or Land+Sea Journeys receive a shore excursion credit of \$400 per stateroom (\$200 per person). The \$100 beverage card (\$50 per person) for suite guests can be used for alcoholic and nonalcoholic drinks.

With the dining package, guests can experience Holland America Line's award-winning alternative dining venues such as the elegant Pinnacle Grill, featuring fare from the Pacific Northwest; Canaletto, with its Italian cuisine; and Tamarind, with a menu that offers exotic Pan-Asian flavors. Guests on Signature-class ships *ms Eurodam* and *ms Nieuw Amsterdam* receive a dining package with one reservation at all three restaurants, while guests on all other ships receive one reservation at both the Pinnacle Grill and Canaletto.

Having free or reduced third- and fourth-guest fares makes it more affordable for a family to set sail on a vacation to a tropical destination like the Caribbean or a more exotic region such as Asia. And the shore excursion credit enables guests to see more of each port and have an in-depth experience of the culture, history and scenic beauty of locales around the world.

The shore excursion credit and dining package are valid for the first and second guests in the stateroom, while third and fourth guests qualify for special free or reduced fares. All booked cruises are eligible for 50 percent reduced deposits, making it easier and more cost-effective to plan a cruise vacation in advance.

Among the itineraries available in the Anniversary Sale promotion are several 2015 summer through 2016 spring departures in Canada/New England, Panama Canal, Caribbean, South America/Antarctica, South Pacific, Australia/New Zealand, Asia, northern Europe, the Mediterranean, Alaska, Mexico, and Hawaii, as well as some Grand Voyages and Alaska Land+Sea Journeys. Select cruises range from seven to 68 days in length.

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.

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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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