



ms Westerdam Kicks Off Alaska Cruise Season Saturday, May 2; Three Holland America Line Ships to Homeport at Pier 91 in 2015

April 30, 2015

Seattle-based company contributes \$577 million to statewide economy

SEATTLE, April 30, 2015 /PRNewswire/ -- Holland America Line's *ms Westerdam* arrives at the Port of Seattle Saturday, May 2, 2015, marking the start of the city's summertime Alaska homeport cruise season. The line added capacity to its roundtrip Seattle routes with an additional ship in 2015: *ms Statendam* arrives Monday, May 18 and *ms Amsterdam* arrives Sunday, May 31 to begin their Alaska sailings from Seattle.

In addition to the 47 roundtrip Seattle cruises to Alaska this season, four cruises sailing the Panama Canal or Hawaii/South Pacific will either begin or end at Seattle, including a departure aboard *ms Volendam*. A three-day Pacific Northwest cruise aboard *ms Noordam* makes a visit to Seattle in September. All of the options combined make a total of 52 calls by five ships that welcome 82,996 guests to Seattle.

"As a Seattle-based company, we always get excited to welcome our ships back to Seattle to begin the Alaska cruise season," said Orlando Ashford, Holland America Line's president. "We live and work in the Puget Sound area, so we're extremely proud of the significant contribution we make to the region and to the local and state economies."

In the coming year, Holland America Line expects to contribute \$422 million to the Seattle economy and \$577 million across Washington State. The cruise line employs 1,263 people at its Elliott Avenue headquarters in Seattle.

Provisioning costs each time a ship calls in Seattle average about \$275,000 per visit. Holland America Line works with 600 Washington vendors, from food and beverage suppliers to piano tuners, office supply stores and marine suppliers, among many more.

Holland America Line provisions each ship on "turnaround" dates. Provisioning a ship means bringing aboard all of the supplies and food products needed during a cruise. For example, *Westerdam* requires over 23,000 eggs and 1,375 gallons of milk each week — all coming from local farmers. In addition, local growers supply 147,550 pounds a week of fresh produce.

Also contributing to Holland America Line's economic impact is spending by passengers and crew in local shops, restaurants, hotels, museums, attractions and taxis. Other expenditures include maintaining its ships, plus port fees, charges and taxes.

Commitment to the Community

Holland America Line has an extensive Corporate Social Responsibility program benefiting the local community and Washington State, including providing cash and in-kind sponsorships to local non-profit organizations. In the Seattle area, it supports dozens of such organizations such as American Cancer Society, Auction of Washington Wines, Big Brothers Big Sisters, Boys & Girls Club, Catholic Seafarers' Center, Center for Wooden Boats, Northwest Harvest, Pike Place Market Foundation, Seattle Aquarium, Seattle Children's Hospital, Seattle Children's Theatre, Seattle Men's & Women's Chorus, Seattle Theatre Group, United Way and the University of Washington. Eighteen of the company's executives currently serve on 24 boards of directors of local non-profit organizations.

Holland America Line was recently named to the list of top Corporate Philanthropists by the Puget Sound Business Journal. In March 2015, Holland America Line was presented with a Sparkie Award by the United Way of King County, Washington, for its enthusiastic and innovative community work related to the annual United Way fundraising campaign. Holland America Line also was named the 2015 Business of the Year by the Greater Seattle Business Association. In 2014 the company won the "Global Giving" award, one of eight Healthy Community Corporate Champion Awards presented by the Puget Sound Business Journal in partnership with The Seattle Foundation.

Additional Awards & Accolades

In 2014, the company accepted the Marine Environmental Business of the Year by the Port of Seattle. The cruise line was recognized for its efforts to reduce its global environmental footprint through a series of objectives that greatly reduce consumption of fuel and water, engine emissions and generation of solid waste, along with increasing recycling across its fleet of 15 ships.

Holland America Line also received the 2014 "Innovator of the Year" Award from the Tourism Association of the Yukon. The awards allow the industry to recognize people, places, organizations and events that have gone above and beyond to offer superior tourism experiences to travelers in Yukon. Holland America Line features the region on its exciting Land+Sea Journeys that combine an Alaska cruise with an overland tour to Denali and the Yukon. The company has been operating land tours in Alaska for more than 68 years, longer than any other company.

For the fourth consecutive year, Holland America Line was recognized as one of 2015 World's Most Ethical Companies by Ethisphere Institute, the leading business ethics think-tank for promoting the highest of ethical standards. The company secured its spot on the list again by implementing and promoting the highest ethical business standards and practices both internally and in the community.

Holland America Line also has a partnership with Marine Conservation Institute – a globally focused nonprofit organization based in Washington State dedicated to maintaining healthy, living oceans. The program includes guest and staff education, funding for marine conservation biology research, and a sustainable seafood program with environmentally responsible purchasing practice.

For more information about Holland America Line, contact a travel professional, 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 Café 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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