



Holland America Line Collaborates with Software Platform Utrip to Offer the Highest Level of Cruise Vacation Personalization

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Cruisers can more easily find the best itinerary and shoreside activities based on their tailored preferences

Seattle, Wash., Oct. 29, 2015 – Selecting the right cruise itinerary and then deciding what to do while in port can be daunting, but Holland America Line’s new collaboration with Utrip will give guests the most comprehensive and interactive personalized planning and discovery tool in the cruise industry.

Through integration into the Holland America Line website, the Utrip platform will offer a novel way to personalize content in new Destination Guides being created in partnership with travel authority AFAR Media. Cruisers will be able to browse the information on their own or utilize the Utrip functionality to select desired ports of call, highlights and activities ashore. They will then receive customized recommendations on the line’s cruise itineraries, port highlights, as well as shore excursions tailored to their interests.

“Our guests want to experience destinations in their own way, and through our partnership with Utrip they can now personalize their trip in a fun and engaging way, as well as make more informed choices about what to do and see ashore,” said Orlando Ashford, president of Holland America Line. “We are thrilled to partner with another Seattle-based company, and we know our guests are going to enjoy exploring the world in a whole new way using the Utrip interface on our website.”

Utrip simplifies searching through Holland America Line’s thousands of cruise itineraries and shoreside activities by enabling guests to narrow down their options and save specific ports and interests. These are recommended by either a pre-determined profile or a personalized one created with interactive sliders covering History, Art and Culture, Food and Drink, Nature and Outdoors, and Contemporary Life.

For each destination, Utrip searches top-pick attractions, local dining and shopping options for the best match to personal preferences. Interactive maps allow users to see the location of each suggestion and click for additional information. The interface also will make recommendations for Holland America Line group shore excursions based on preferences.

Another facet of the Utrip platform is that it will enable guests to find cruises visiting specific ports and regions without having to sort through dozens of itineraries in the area. For example, if a

traveler knows she wants to visit Europe and explore Spain, Italy and Monaco, and more specifically Barcelona, Rome, and Monte Carlo, Utrip might recommend *ms Oosterdam's* 12-day Mediterranean Rivas voyage departing May 24, 2016, or *ms Eurodam's* 12-day Mediterranean Tapestry cruise departing July 5, 2016.

“We are excited to work with Holland America Line to create a new way for their guests to plan and personalize their cruise,” said Gilad Berenstein, Utrip founder and CEO. “Utrip’s platform will generate itinerary and shoreside recommendations based on a guest’s preferences, so it’s much easier to find sailings and activities that are most interesting to them. It simplifies the decision-making process and makes planning their next vacation more engaging and enjoyable.”

Users can save the recommendations to their profile so they can easily find them when they are ready to book their cruise.

About Utrip

Utrip was founded in Seattle, Washington, in 2012 by Gilad Berenstein after he experienced difficulties planning a trip to Europe. It is a free travel-planning platform that brings together the best in artificial intelligence and human experience, making it easy for travelers to create their perfect trip. Utrip’s predictive technology works on a vast travel database that has been curated by local experts.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit 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 the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 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.