



All the World's a Stage in Holland America Line's Third 'Countdown to Koningsdam' Video

January 8, 2016

The World Stage is to feature a revolutionary multistory 270-degree LED screen

Seattle, Wash., Jan. 8, 2015 – Holland America Line debuted the third in a series of “Countdown to *Koningsdam*” videos that details the ship’s The World Stage main theater. The short videos were created to ramp up anticipation and provide updates as *ms Koningsdam* nears delivery in April 2016.

Hosted by Johnathan Rogers, *Koningsdam*'s inaugural cruise director, the third video, “Countdown to *Koningsdam*: Episode 3,” features Holland America Line’s Director of Entertainment Bill Prince, who takes guests on an entertainment extravaganza in the ship’s main theater that surrounds the audience with a 270-degree LED projection.

“Entertainment is a huge part of the cruise experience, and with *Koningsdam* we’re taking that experience to a whole new level and trying things that have never been seen on our ships before,” said Orlando Ashford, Holland America Line’s president. “The newest ‘Countdown to *Koningsdam*’ video provides a behind-the-scenes look at the making of The World Stage, and we can’t wait to share all of the innovative new shows we’re producing exclusively for this venue.”

At two stories high and 250 feet long, the high-definition LED screens will make The World Stage a trend-setting theater at sea capable of showcasing an exciting array of performances and productions. Enhanced by state-of-the-art lighting, projection and sound systems, the screens enable the environment of The World Stage to change throughout the day to present anything designers can imagine. For example, the room can evolve effortlessly from an Italian palazzo for a concert performance to an imaginary world for innovative production numbers.

‘Countdown to *Koningsdam*’ Videos Offer Insights

Each “Countdown to *Koningsdam*” video features one of the ship’s officers or a Holland America Line executive who shares ongoing developments onboard the line’s newest vessel, currently under construction at Fincantieri’s Marghera shipyard in Italy.

“Countdown to *Koningsdam*: Episode 1” featured Hotel Director Stan Kuppens, who showed off the progress of ship’s atrium, spoke about his move to the yard and what’s coming next for his team. Episode 2 featured Vice President Deployment and Tour Marketing Linda Springmann detailing the ship’s inaugural sailing seasons in the Mediterranean, northern Europe and Caribbean.

Future videos include Deputy Director of Interior Operations My Nguyen chatting about the ship’s staterooms, including the new family and single options; Senior Vice President of Guest Experience Product Development Michael Smith, who will reveal details about The Dining Room; and Director Mariner Society Gerald Bernhoft speaking about the perks of Holland America Line’s loyalty program.

About *ms Koningsdam*

Koningsdam represents a new Pinnacle Class of ship for Holland America Line. The vessel will debut several innovative concepts and new public spaces and venues, while still featuring popular amenities guests associate with Holland America Line.

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

Center presented by *Food & Wine* magazine; a redesigned 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 and single staterooms among its accommodations for 2,650 guests.

Onboard entertainment will be taken to a new level with the energetic Music Walk area featuring all genres of music showcased in venues including Lincoln Center Stage, offering 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. With the 270-degree LED projection at World Stage, new concepts for show-time performances will immerse the audience in panoramic visual and sound effects.

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

Editor's note: Episode 3 can be viewed at <http://bit.ly/1IZlefv>. As they are released all videos are available at <https://www.cruiseimagelibrary.com/c/qyvq3wud>.

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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 13 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge on board at the Culinary Arts Center, presented by Food & Wine magazine; Explorations Café, powered by The New York Times; and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

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