



## Holland America Line Teams Up with Audible to Offer a Virtual Book Club Allowing Guests to Stay Connected to the Brand On Board and Ashore

April 4, 2024

*The strategic collaboration also includes curated destination-focused playlist collections, free in-stateroom content, and an exclusive offer for guests*

SEATTLE, April 4, 2024 /PRNewswire/ -- [Holland America Line](#) is working with Audible, a leading creator and provider of premium audio storytelling, as the first cruise line to offer a co-branded book club with celebrated authors across different genres. The alliance also includes curated destination-focused collections—accessed via an extended Audible free trial—as well as free in-stateroom Audible content available to all guests. From travel and well-being titles to language lessons and more, the collaboration offers a robust selection of options for wanderlusts both on board while cruising and ashore from the personal device of any Audible member.



**Holland America Line**<sup>®</sup>  
SAVOR THE JOURNEY

To participate in the monthly book club, consumers can sign up for a two-month extended free trial of Audible Premium Plus to gain access to its entire catalogue of titles, including audiobooks, podcasts and Originals. To further enhance the experience, new members can visit [audible.com/ep/holland-country-selector](https://audible.com/ep/holland-country-selector) to easily access online carousels of Audible audiobook recommendations curated for Holland America Line travel destinations.

"We know from extensive research that reading is a top priority for guests both on and off vacation, so the Audible collaboration was a natural next step for us to connect with our guest community," said Kacy Cole, chief marketing officer, Holland America Line. "By being the first cruise line to team up with Audible, we are providing our guests with new ways to engage with our brand around common interests and activities whether on board or at home."

"Holland America Line and Audible are ideal travel companions for guests on the perfect getaway who love premium audio storytelling," said Derek Murphy, Head of Business Development at Audible. "We're thrilled to offer Holland America Line guests opportunities to pair their travel adventures with compelling stories from our Audible collection of Originals, audiobooks, and podcasts performed by some of the best storytellers in the world."

### Virtual Book Club

The online Audible Book Club comes to life on Holland America Line's social media channels, where each month the cruise line will select an audiobook or Audible Original title focusing on topics like travel, literature, science fiction, romance and mystery—all of which celebrate the top regions that the cruise line frequents. Holland America Line's first Audible Book Club kicks off with *The Justice*, an eight-part Audible Original thriller from best-selling author James Patterson.

### Curated Collections for Audible Subscribers

As part of the collaboration, members will have access to online carousels curated for Holland America Line that will be added to Audible's library of hundreds of thousands of listening hours of content and updated periodically. Themes are inclusive of titles across different genres that focus on many regions where Holland America Line sails, like Alaska, Europe, Canada, Asia, the Caribbean, and World Travel.

### Complimentary Onboard In-Stateroom Entertainment

While on board, guests will be able to listen to a variety of Audible genres through their in-stateroom entertainment system, including well-being, family-friendly, and language learning. Holland America Line guests can embark on their own adventure without needing an Audible subscription.

For cruisers seeking downtime, a good night's sleep, or motivating morning meditation, soothing sound baths and soundtracks are available. Additionally, guests eager to learn a new language will benefit from Audible's beginner lessons in Dutch, French and Spanish, and Japanese, ideal for visits to these regions on a Holland America Line cruise.

Holland America Line's exclusive opportunity with Audible is available for consumers who reside in five countries, including the United States, Canada, The Netherlands, United Kingdom and Australia. Consumers do not need to cruise to sign up for the free Audible trial.

### Shipboard Libraries Added

In addition to the collaboration with Audible, Holland America Line's ships feature refurbished onboard libraries with new decor, design and unique

artwork. On average, the libraries boast up to 1,700 volumes, including a variety of genres from mystery, sci-fi, fantasy and fiction to romance, short stories, poetry and young adult.

A rotating "Feature Section" of best-sellers and hand-picked books are highlighted on display. The libraries also offer book exchange "drops" so guests can donate their personal reading materials for other passengers to enjoy. On longer Holland America Line cruises like Legendary Voyages and the Grand World Voyage, guests can choose from a selection of new titles often tied to the region where the ship sails.

For more information about Holland America Line, consult a travel advisor, call 1-877-SAIL HAL (877-724-5425) or visit [hollandamerica.com](http://hollandamerica.com).

Find Holland America Line on [X](#) (formerly Twitter), [Facebook](#), [Instagram](#) and the [Holland America Blog](#). You can also access all social media outlets via the home page at [hollandamerica.com](http://hollandamerica.com).

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

Holland America Line has been exploring the world for 150 years with expertly crafted itineraries, extraordinary service and genuine connections to destinations. Offering an ideal perfectly-sized ship experience, its fleet visits nearly 400 ports in 114 countries around the world and has shared the thrill of Alaska for 75 years — longer than any other cruise line. Holland America Line's 11 vessels feature a diverse range of enriching activities and amenities focused on destination immersion and personalized travel. Guests enjoy the best entertainment at sea each evening and dining venues featuring exclusive dishes by world-famous chefs. A new global fresh fish program brings more than 80 types of fresh fish on board, sourced and served locally in regions around the world.

#### **About Audible**

Audible, Inc., an [Amazon.com](http://Amazon.com), Inc. subsidiary (NASDAQ:AMZN), is the leading creator and provider of premium audio storytelling, offering global audiences a powerful way to enhance and enrich their lives through extraordinary content. Audible's catalog includes more than including Audible Originals as well as audiobooks and podcasts from leading studios, print, audio and magazine publishers and world-renowned entertainers.

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