



Holland America Line Promotes Paul Grigsby to Vice President, Revenue Planning and Analysis

June 28, 2017

Grigsby to take on deployment analytics among other responsibilities

Seattle, Wash., June 28, 2017 — Holland America Line has promoted Paul Grigsby to vice president, revenue planning and analysis. With this appointment, Grigsby is responsible for revenue science, business intelligence, planning and forecasting, and the newly added deployment analytics.

Grigsby is based in the cruise line's Seattle headquarters and continues to report to Beth Bodensteiner, senior vice president, revenue management and global deployment for Holland America Line.

"Through nearly two decades at Holland America Line Paul has demonstrated his strong business skills, and his knowledge will be extremely valuable to the organization in his new role," said Bodensteiner. "Paul embraced every new stepping stone within the company as an opportunity to achieve greater success, and we congratulate him on this well-deserved promotion."

A 17-year veteran of Holland America Line, Grigsby joined the company in 2000 as senior pricing manager and was promoted to his most recent role as senior director, revenue planning in 2011. His prior experience includes marketing positions at Totem Ocean Trailer Express (TOTE).

A Seattle native, Grigsby holds a bachelor's degree in business from Pacific Lutheran University and a master's degree in marine affairs from the University of Washington.

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

Editor's note: Photo is available at <https://www.cruiseimagelibrary.com/c/h3l1boiu>.

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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 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 113-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 welcomed *ms Koningsdam* in 2016 and has a second Pinnacle-class ship, *ms Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$300 million in brand enhancements to secure its position as 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 through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café, powered by The New York Times; and by taking a 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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