



## Holland America Line's Explore4 Promotion Entices Travelers with Complimentary Beverages, Specialty Dining and Reduced 3rd/4th Fares

July 18, 2018

*Early booking benefits add great value for guests; suite bookings receive additional offer*

Seattle, Wash., July 18, 2018 — Holland America Line's popular Explore4 promotion is back, making now the ideal time to book a future dream cruise vacation. Explore4 features four enticing offers on more than 600 cruises and Alaska Land+Sea Journeys from holiday 2018 through spring 2020. Travelers looking to plan ahead for next year or beyond can take advantage of all the perks to sip, dine, sail and save. Offers include complimentary beverages and specialty dining, reduced deposits and free or reduced fares for third and fourth guests in a stateroom. Suite bookings also receive onboard spending money.

The Explore4 promotion for guests booking any category stateroom includes a Signature Beverage Package valued at \$1,400 per stateroom (based on a 14-day cruise), dinner at the Pinnacle Grill for two, free or reduced cruise fares for third and fourth guests in the same stateroom, and 50 percent reduced deposits. Guests receive all benefits when bookings are made by Nov. 19, 2018.

### **Suite Travelers Receive Added Perk**

Guests who book a cruise in a suite category stateroom will receive the four Explore4 offers plus an additional \$200 onboard spending money per stateroom (\$100 per person).

"Explore4 continues to be one of our most exciting annual promotions because it remains very popular among our guests, and the perks are so enticing they appeal to new Holland America Line cruisers as well," said Orlando Ashford, president of Holland America Line. "When planning a vacation such as a winter Caribbean getaway, our guests appreciate added values like an inclusive beverage package and specialty dining, as well as exceptional fares. Explore4 gives travelers the confidence to plan their future vacation with us knowing they're getting some excellent added incentives."

### **Beverage, Dining and Other Onboard Amenities Add to Cruise Value**

Guests who book any category stateroom receive a Signature Beverage Package that includes wine, beer, spirits, cocktails, sodas and coffee. The beverage offer is only applicable on the cruise portion of Alaska Land+Sea Journeys.

Explore4 offers also include a complimentary dinner at the award-winning Pinnacle Grill, a specialty restaurant on board known for serving delectable Pacific Northwest favorites with the freshest, richest flavors. Featuring a tantalizing menu highlighting steak and seafood dishes like filet mignon and broiled Alaska king salmon, Pinnacle Grill also includes favorites like roasted pumpkin risotto and double-cut Kurobata pork chops.

With reduced cruise fares on select sailings for friends and kids sharing a stateroom with two other guests, a group of four can take an affordable vacation to the Caribbean or a longer journey to an exotic destination. For example, in the Caribbean, fares for seven-day cruises start from US\$949 per person, double occupancy in an interior stateroom, and free or reduced fares apply for the third and fourth guests. A seven-day European cruise starts at US\$1,199 per person, double occupancy for an interior stateroom, with free or reduced fares for third and fourth guests. Taxes, fees and port expenses are additional.

By taking advantage of the 50 percent reduced deposit offer, guests will have more flexibility and time before paying the final deposit on their cruise.

### **Global Itineraries Available with Explore4**

Guests looking to take advantage of the Explore4 program can choose select itineraries to nearly all of Holland America Line's global destinations, including Alaska and Alaska Land+Sea Journeys (Explore4 applies to cruise portion only), Asia, Australia/New Zealand, the Baltic, Bermuda, Canada and New England, the Caribbean, Europe, Hawaii, Holiday, the Mediterranean, Mexico, the Panama Canal and South America. Grand Voyages and Grand Voyage segments are excluded.

For more information, contact a travel professional, call 1-877-SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) or visit [hollandamerica.com](http://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 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, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *Koningsdam* in 2016 and has a second Pinnacle-class ship, *Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship is due for delivery in 2021.

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 presented 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, comprising world-famous chefs who design dishes exclusively for our guests.

**CONTACT:** Sally Andrews

**PHONE:** 800-637-5029

**EMAIL:** [pr@hollandamerica.com](mailto:pr@hollandamerica.com)