



Holland America Line Launches Alaska Cruise and Land+Sea Journeys Tablet App

April 20, 2015

Free one-of-a-kind app puts Alaska in the palm of travelers' hands

Seattle, Wash., April 20, 2015 - Holland America Line has made it easier and more convenient for travelers to tap and swipe their way through the line's Alaska cruises and Land+Sea Journeys with the launch of a new application for tablets. Those using an Apple, Android or Windows tablet can search key words such as "Holland America Alaska" in their respective app store and download the application for free.

"Today's consumer wants to have a thorough understanding of the travel experience before they book, and technology is essential in helping vacationers choose the right fit," said Orlando Ashford, president of Holland America Line. "Our new app makes it easy for anyone to get an inside look into Holland America Line's Alaska options anytime, anywhere."

The app is optimized for tablets and offers the best of Holland America Line's Alaska brochure, web site and other collateral in an easy-to-navigate mobile tool. Users can explore both cruises and Land+Sea Journeys with a new level of detail, including an interactive map with destination details and excursion options, as well as a sampling of the line's Glacier Bay podcasts.

Users can post, share or print information. For those without a tablet, there is also a "desktop viewer" that offers the same rich content with mouse-click navigation.

Through the app, Holland America Line Alaska cruises and Land+Sea Journeys itineraries are available "on the go." The app can be used to electronically view different itinerary options and route maps and to personalize travel plans. Once a day-by-day itinerary is finalized, a pdf flyer to email can be created with the swipe of a finger.

Anniversary Sale Adds Unbeatable Value to Alaska Bookings This Summer

Cruisers who book an Alaska cruise or Land+Sea Journey by June 1, 2015, will gain a valuable shore excursion credit, dining package and more when an ocean-view and above stateroom is selected. Holland America Line's Anniversary Sale provides a shore excursion credit of up to \$400 per stateroom, a dining package, free or reduced fares for third and fourth guests in a stateroom and 50 percent reduced deposits for bookings on select summer Alaska and Land+Sea Journeys. Guests who book a suite also receive a bonus double shore excursion credit up to \$800 per stateroom, a 100-minute Internet package and an Anniversary Beverage Card valued at \$100. Anniversary Sale Alaska cruise fares start at \$649 interior or \$799 ocean-view per person, while Land+Sea Journeys begin at \$899 per person for both categories on a 10-day Denali Land+Sea Journey.

The Holland America Line Alaska tablet app is available in the Apple, Android or Windows app stores. For more information about Holland America Line, contact a travel professional or call 1-877-SAIL-HAL (1-877-724-5425) or visit www.hollandamerica.com.

Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at www.hollandamerica.com.

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 Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in spring 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.

World's Leading Cruise Lines

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