



Holland America Line Appoints Denella Ri'chard as Senior Director, Trade Communication and Engagement

February 12, 2016

Seattle, Wash., Feb. 12, 2016 — Holland America Line has appointed Denella Ri'chard to the position of senior director, trade communication and engagement. In this newly created role she is responsible for supporting travel agent partners worldwide, with particular focus on the United States and Canada. She oversees trade communications, the PartnerShips website, HAL Academy and all other internal and external training programs.

Ri'chard, who is based in Seattle, Washington, at the Holland America Line headquarters, will report to Joe Slattery, senior vice president, global marketing and sales.

"Denella's impressive sales and marketing credentials, combined with her outstanding presentation skills, will be a tremendous asset to the Holland America Line organization," said Slattery. "We're delighted to welcome her to our team where we can utilize her knowledge and expertise to effectively communicate with our travel professional partners."

Most recently Ri'chard was with Norwegian Cruise Line in Miami, Florida, where she was director, global product management and director, business development.

Prior to joining Norwegian, she was at Hilton Worldwide, where she was responsible for global and partnership marketing to launch the Hampton by Hilton brand internationally. In 1999 she moved to Brussels, Belgium, to launch one of Europe's first online travel start-up companies, Leisureplanet.

Ri'chard has a specialized Master of Business Administration (MBA) degree in global enterprise management from Jones International University. She has a Bachelor of Arts degree in broadcast journalism from Southern University. She also studied abroad at Syracuse University in Harare, Zimbabwe.

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

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Editor's note: Photo is available at <https://www.cruiseimagelibrary.com/c/9plxt8rg>.

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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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