



Holland America Line Kicks Off Seattle's Alaska Cruise Season Friday, April 29, with Arrival of ms Nieuw Amsterdam

April 29, 2016

Hometown cruise line contributes more than \$547 million to statewide economy

Seattle, Wash., April 29, 2016 — Holland America Line's *ms Nieuw Amsterdam* arrived at the Port of Seattle today, Friday, April 29, 2016, marking the start of the city's summer Alaska homeport cruise season. The line increased its Seattle calls this year to 55, and three Holland America Line ships will sail roundtrip Seattle routes in 2016: *ms Westerdam* arrives Saturday, May 7; *ms Amsterdam* arrives Sunday, May 22; and *ms Maasdam* arrives Monday, May 23, to begin their Alaska sailings from Seattle. New to Alaska cruising, *Nieuw Amsterdam*'s arrival at Seattle is the start of a one-day cruise to Vancouver, British Columbia, to reposition to its summer homeport.

In addition to the 48 roundtrip Seattle cruises to Alaska this season, three cruises to Australia/New Zealand or Hawaii/South Pacific will begin or end at Seattle, including *Amsterdam*'s 53-day Tales of the South Pacific voyage and *Maasdam*'s 23-day South Pacific Crossing. All of the options combined make a total of 55 calls by five ships — *ms Zaandam* makes one Seattle call — that will welcome more than 86,000 guests to Seattle.

"As Seattle's hometown cruise line it's fitting that one of our ships is kicking off the city's Alaska season, a time we eagerly anticipate each year," said Orlando Ashford, Holland America Line's president. "Holland America Line is headquartered in Seattle, and we take great pride in being a significant contributor to the local economy and in actively giving back to our community."

In the coming year, Holland America Line expects to contribute \$389 million to the Seattle economy and \$547 million across Washington State. The cruise line employs 1,170 people at its Elliott Avenue headquarters in Seattle.

Provisioning costs each time a ship calls at Seattle average about \$300,000 per visit. Holland America Line works with more than 600 Washington vendors, from food and beverage suppliers to piano tuners, office supply stores and marine suppliers, among many more. For example, *Westerdam* requires over 23,000 eggs and 1,375 gallons of milk each week — all of which come from local farmers. In addition, local growers supply 147,550 pounds of fresh produce a week.

Also contributing to Holland America Line's economic impact is spending by passengers and crew in local shops, restaurants, bars, hotels, museums, attractions and taxis. Other expenditures include ship maintenance and port fees, charges and taxes.

Holland America Line ships have been sailing from the Port of Seattle since the 1970s. In May 2002, Holland America Line began using Seattle as a home port for Alaska cruises.

Holland America Line Committed to Giving Back

Holland America Line has an extensive corporate social responsibility program benefiting the local community and Washington state. In the Seattle area, the line supports dozens of organizations such as Auction of Washington Wines, Northwest Harvest, Pike Place Market Foundation, Seattle Aquarium, Seattle Children's Hospital, Seattle Children's Theatre, Seattle Men's & Women's Chorus, Seattle Theatre Group and the University of Washington. Many of the company's executives currently serve on boards of directors of local non-profit organizations. Holland America Line is also a proud sponsor of the Seattle Mariners.

Seattle Awards & Accolades

In 2016, the company accepted its sixth consecutive Green Gateway Award from the Port of Seattle. The Port of Seattle also presented Holland America with the Technology Innovator Award for investing in its Seattle-based fleet that has resulted in year-over-year reductions in fuel use and resultant greenhouse gases.

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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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 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*, delivered 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 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 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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