



Holland America Line Names Jarvis Bowers to Newly Created Position of Vice President, Digital Marketing

July 13, 2016

Seattle, Wash., July 13, 2016 — Holland America Line has appointed Jarvis Bowers to the position of vice president, digital marketing. In this newly created role, he is responsible for working with the digital and marketing teams to lead the development of next-generation digital communications and analytics.

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

"Jarvis has an extensive background in digital marketing and his knowledge and expertise will be a tremendous asset to the department," said Slattery. "As digital marketing continues to grow we recognized the need to create a position that brings a strong leader from this field into the team, and we're thrilled to welcome Jarvis to Holland America Line."

Most recently Bowers was at Expedia where he led the global loyalty marketing team. Prior to that he was vice president, digital, for SunPower Corporation – a leading solar energy enterprise. He also served as senior director in Microsoft's Interactive Entertainment Business, where he led customer and product strategy for the Xbox Store. Bowers has held marketing leadership roles at ESPN Digital Media, American Express, AT&T Wireless and Sony Electronics.

Bowers holds an MBA from the Wharton School and a Bachelor of Arts degree from Amherst College.

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

Editor's note: A photo is available at <https://www.cruiseimagelibrary.com/c/nbcqknpu>.

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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, *ms Nieuw Statendam*, 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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