



Holland America Line Tops Porthole Cruise Magazine's 2016 Readers' Choice Awards with Nine Honors

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Accolades Earned for Top Itineraries, Best Private Island and Most Eco-Friendly

Seattle, Wash., Nov. 15, 2016 —With nine top honors Holland America Line once again dominated the 2016 Readers' Choice Awards from Porthole Cruise Magazine, one of the world's leading consumer cruise travel publications.

The awards include Best Alaska, Canada/New England, Asia/Pacific and Northern Europe Itineraries; Most Eco-Friendly Line; Best Shore Excursions; Best Medical Facilities; Best Facilities for Guests with Disabilities; and Best Private Island for Half Moon Cay, the line's exclusive island in the Bahamas.

"For the well-traveled readers of Porthole Cruise Magazine to make Holland America Line the most recognized cruise line with nine awards validates our commitment to providing the most exceptional cruise experience from every aspect," said Orlando Ashford, president of Holland America Line.

"Thank you to Porthole and all of the readers for this honor. Keep watching for more exciting news as Holland America Line continues to introduce new innovations as part of our bold new story."

Porthole Cruise Magazine's annual Readers' Choice Awards are determined by thousands of the publication's readers who vote both online and via paper ballot on their favorite cruise lines in a variety of categories.

"With an astounding nine wins this year, Holland America Line proves to be a true leader in providing its guests with a stellar cruise experience," said Bill Panoff, publisher and editor-in-chief of Porthole Cruise Magazine. "From winning four of the destinations to shore excursion offerings, Holland America Line's loyal guests repeatedly recognize the line in our Readers' Choice Awards. I congratulate Holland America Line on each of their well-deserved wins."

Half Moon Cay: Best Private Island

For the past 16 years, Porthole Cruise Magazine's readers have named Half Moon Cay the industry's Best Private Island. Celebrating its 20th anniversary in 2017, Half Moon Cay has evolved into an idyllic playground for cruise guests. It features the finest beaches in the Caribbean, a natural 700-acre lagoon, incredible two-story villas and private cabanas, as well as a variety of fun-filled shore excursions for nature lovers, adventurous travelers and explorers.

Top Itineraries Earn Top Honors

Holland America Line maintained its leading position as the cruise line with the Best Alaska Itineraries. In 2017 the company will celebrate its 70th year exploring Alaska, with seven ships offering unique itineraries highlighted by scenic cruising in Glacier Bay National Park, Hubbard Glacier and Alaska's famed Inside Passage. Land+Sea Journeys combine a Holland America Line

cruise with an overland tour to Denali National Park with two distinct series: Yukon+Denali Land+Sea Journeys and Denali Land+Sea Journeys.

Holland America Line also received top honors from Porthole for its Asia/Pacific itineraries. In 2017 *ms Volendam* will spend the season sailing 13- to 15-day cruises between the gateways of Yokohama, Japan, or Singapore, Shanghai and Hong Kong, China. In October 2017, *ms Amsterdam* sails an epic 80-day Grand Asia & Pacific Voyage roundtrip from San Diego, California, that calls at 29 ports and features six overnights.

Canada and New England cruises have grown from fall foliage to also include spring and summer offerings, and Holland America Line took the award for its robust and comprehensive offerings. The 2017 season features 44 cruises on four ships and sees the return of *ms Maasdam* to the area. Ranging from seven to 15 days, the cruises conveniently depart from five U.S. homeport cities and call at the most charming, memorable and quaint ports in the region.

Rounding out the honors garnered for top itineraries are the line's Northern Europe cruises. While visiting some of the most scenic and historic ports, guests can marvel at the fjords of Norway, attend an evening ballet at St. Petersburg, Russia, or traverse the Arctic Circle to welcome the splendor of the midnight sun. In 2017, Holland America Line will have four ships sailing in the region, including the new *ms Koningsdam*.

Best Shore Excursions — Journeys Ashore

When taking a Holland America Line cruise, guests can expect incredible shore excursions, or Journeys Ashore, tailor-made to offer the best experience at every port. Most of Holland America Line's Journeys Ashore are grouped into five distinct collections to make it easier to choose the perfect adventure: Medallion, Encore, World Wonders, Cruise with Purpose and Signature Collection.

Most Eco-Friendly Cruise Line

Holland America Line has a deep commitment to safeguarding the oceans and the environment. Responsible energy, water and waste management are important components of the company's sustainability strategy. Six of the 14 Holland America Line ships use shore power at the ports of Québec, Seattle, San Diego and Vancouver.

State-of-the-Art Medical Facilities and Facilities for Guests with Disabilities

Once again, Holland America Line received recognition for its accessibility and medical facilities. Holland America ships accommodate guests with a variety of special needs and feature state-of-the-art shipboard medical facilities and equipment.

About Porthole Cruise Magazine

Porthole Cruise Magazine is published bimonthly in Fort Lauderdale, Florida. Now in its 20th year, it is the nation's leading consumer cruise publication, featuring cruise and destination articles for both first-time and experienced cruisers. Available on newsstands as well as by both print and digital subscriptions, each issue includes ship reviews, cruise destination features and other editorial about cruise trends, food and wine, spa and well-being, entertainment, kids' activities, and other onboard amenities. To learn more, visit Porthole.com.

For more information about Holland America Line, consult a travel professional, call 1-877-

SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) 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, *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 onboard at an America's Test Kitchen show; 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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