



Exclusive 'BBC Earth Experiences' Rolling Out Across Holland America Line Fleet

November 29, 2016

Captivating live high-def multi-media shows and feature cruises highlight collaboration

Seattle, Wash., Nov. 29, 2016 – Guests on Holland America Line ships can now experience more of the world's natural wonders, test their knowledge of our planet and participate in some family-friendly competition through the cruise line's exclusive partnership with BBC Earth. These unique performances and interactive programs currently are available on *ms Koningsdam*, *ms Noordam*, *ms Rotterdam*, *ms Oosterdam*, *ms Zuiderdam* and *ms Eurodam* and will be rolled out to the rest of the fleet (except *ms Prinsendam*) by March 2017.

The new offerings immerse guests in BBC Earth's award-winning, world-class captivating experiences. A highlight is "Frozen Planet Live," a groundbreaking concert based on the BBC Earth "Frozen Planet" television series. "Frozen Planet Live," on each ship's main stage, features live musicians playing a specially orchestrated musical score by award-winning composer George Fenton as the images unfold on screen. Guests are taken on an emotional and evocative journey into the wilderness of the polar regions, where life thrives in the most extraordinary conditions. Additional activities include "Inside Earth" documentary films, gameshows, trivia, children's activities and BBC Earth feature cruises.

"Since announcing the BBC Earth partnership, we have been looking forward to launching the programming on board; and now that it's rolling out across the fleet it's even more engaging and visually powerful than we imagined," said Orlando Ashford, Holland America Line's president. "Our guests are destination seekers with a desire to learn more and know more when they are cruising with us. 'BBC Earth Experiences' bring them to the most remote corners of the world in an incredibly innovative way."

Guests wanting to test their knowledge can participate in the fun and entertaining "What on Earth!" family game show, bringing the entire world of BBC Earth to life in a new format. This show uncovers all that's weird, wonderful and obscure in our natural world. Teams compete against each other on the main stage, guessing the location in "Where on Earth!", uncovering content hidden beneath puzzles in "What on Earth!", and working out which animal makes that sound in "Who on Earth!" "Trivia from Earth" is an informal, team-based competitive quiz that allows guests to show off their natural history knowledge and provides guests with entertaining new facts.

Junior cruisers can get in on the adventure as well with BBC Earth's countdown fact shows, specially developed "BBC Earth for Club HAL Tweens." Kids will discover amazing facts about animals, dinosaurs and sea creatures.

Celebrate Holland America Line's 70th Anniversary of Exploring Alaska with a new BBC Earth Alaska show

To celebrate Holland America Line 70th anniversary of exploring Alaska, a new BBC Earth Alaska show will be developed for the 2017 Alaska cruise season. Show details will be revealed in early 2017.

Sail with BBC Earth Experts on Feature Cruises

Guests who want a deeper BBC Earth experience can join select feature cruises each year. Guests will discover what happens behind the scenes on BBC Earth's groundbreaking documentaries by sailing with producers, cameramen and presenters. These BBC Earth experts will host master classes and question-and-answer sessions in their field so guests can learn directly from the show's creators.

In 2017 four BBC Earth feature cruises have been scheduled. Featured guest talent will be announced at a later date. Feature cruises include:

- January 29, *ms Koningsdam* — 7-day eastern Caribbean departure roundtrip from Fort Lauderdale.
- April 7, *ms Oosterdam* — 18-day Panama Canal transit from Tampa to San Diego.
- July 8, *ms Maasdam* — 7-day Canada and New England cruise from Montréal to Boston.
- October 27, *ms Volendam* — 14-day Taiwan and Japan sailing from Shanghai to Hong Kong.

About BBC Earth

BBC Earth is a global factual brand which seeks to inspire audiences in the U.K. and worldwide with the most incredible sights, stories and characters from the natural world. Commercially and internationally the brand is managed by BBC Worldwide, the commercial arm of the British Broadcasting Corporation. Since its launch the brand has grown across multiple platforms including branded blocks on television, live events, social media, visitor attractions, theatrical releases for cinema and giant-screen films and online at BBC.com. From 2015 the BBC Earth brand launched new channels internationally that are dedicated to bringing audiences premium factual content.

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: Photos are available at <https://www.cruiseimagelibrary.com/c/czcgkgd1>.

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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 hollandamerica.com.

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; Explorations Café, powered by The New York Times; BBC Earth presentations; 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.

BBCEarth16

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