



Holland America Line Marks its 70th Year in Alaska with Special Experiences, Events and Entertainment

April 20, 2017

Alaska shows, cuisine, gifts and more highlight each Alaska cruise and Land+Sea Journey in 2017

Seattle, Wash., April 20, 2017 — In 2017 Holland America Line will celebrate its 70th year of Alaska exploration, and to commemorate the milestone anniversary the cruise line has planned special experiences and events that will take place on every Alaska cruise and on the popular Land+Sea Journeys.

In addition to exclusive entertainment that was created especially for the anniversary that falls in the same year as Denali National Park's centennial, Holland America Line also will showcase a new Alaska-centric menu with dishes created by the cruise line's esteemed Culinary Council, two anniversary Alaska beers, commemorative gifts and more.

"Celebrating 70 years in Alaska — or any destination — is a milestone that isn't often seen in our industry. We are especially proud to have been the first tour company in Alaska back in 1947, showing the beauty and greatness of this region to travelers, said Orlando Ashford, president of Holland America Line. "Going into 2017 we wanted to mark our anniversary in a memorable way with special experiences that add an extra dimension to our robust Alaska programming and bring even more of Alaska to our guests."

Alaska Comes to Life with New Onboard Entertainment

Holland America Line has an exclusive partnership with BBC Earth to bring you unforgettable new ways to experience the world's natural wonders, and for the 70th anniversary a new Alaska in Concert multimedia production will premiere. Combining live music set against a backdrop of mesmerizing footage from the BBC Earth television series, Wild Alaska, audiences will experience the cycle of four seasons and see this place is as unforgiving as it is beautiful.

In addition, Holland America Line is proud to continue its long relationship with the Huna indigenous people of Glacier Bay to showcase Native Voices, a program of Huna cultural interpretation while cruising through Glacier Bay National Park.

Alaska Cuisine and Culinary Shows Highlight Each Cruise

Culinary and beverage experiences are at the heart of every Alaska cruise, and to celebrate the 70th anniversary Holland America Line plans a variety of exclusive offerings. America's Test Kitchen turns up the heat with its Every Salmon shipboard cooking show featuring top tips to select and prepare the Alaska favorite. In addition, guests will be able to indulge in the Midnight Sun cocktail created by Master Mixologist Dale DeGroff.

The main dining room will showcase special décor and customized menus that celebrate the cruise line's Alaska heritage with new dishes created by Holland America Line's Master Chef Rudi Sodamin and the company's Culinary Council composed of renowned chefs Jonnie Boer, David Burke, Elizabeth Falkner and Jacques Torres. A 70th Anniversary Baked Alaska will be the culmination of the celebratory meal.

Two New Alaska Brews Celebrate the 70th

While brewing beer in Alaska might not be easy, it's certainly growing in reputation and has become one of the more popular highlights on board. Holland America Line currently features beers by Alaska Brewing Co., both on the menus and during tastings. For the 70th celebration the company will expand its selection by introducing a customized, exclusive Holland America Line Pale Ale. Another exclusive anniversary beer by Denali Brewing Company will be available at Denali for guests on Land+Sea Journeys.

Special Touches Make the 70th Anniversary Memorable

Guests will find other special touches during their 2017 Alaska cruise or Land+Sea Journey, such as a themed bon voyage party and 70th Anniversary Champagne toast on every voyage. Before or after embarking their cruise, Land+Sea Journey guests will

enjoy special anniversary menu items and other anniversary touches on the land portion of their adventure and will receive a commemorative backpack with a special native-designed logo by Tlingit and Athabascan artist Crystal Worl that will be presented at Denali.

HAL Brings Seven Ships with 135 Alaska Departures in 2017

To make it possible for even more guests to cruise to Alaska with Holland America Line in 2017, the company added a seventh ship to the region to fill demand. Starting this spring, *ms Amsterdam*, *ms Eurodam*, *ms Nieuw Amsterdam*, *ms Noordam*, *ms Oosterdam*, *ms Volendam* and *ms Zaandam* will offer a total of 135 Alaska departures — more than any other cruise line.

Holland America Line will feature 126 seven-day cruises and nine 14-day Great Land Explorer sailings beginning in late April and running through late September. A highlight of every Alaska adventure is scenic cruising, and guests will have the opportunity to view Glacier Bay, Hubbard Glacier, Tracy Arm and/or the twin Sawyer Glaciers.

Land+Sea Journeys Combine an Alaska Cruise with Overland Exploration

Holland America Line's award-winning Land+Sea Journeys combine a three-, four- or seven-day Inside Passage or Glacier Discovery cruise with in-depth overland tours to the Yukon and Alaska's interior. Holland America Line is the only cruise company to weave must-see sites such as Denali National Park — the centerpiece of every Land+Sea Journey — with seldom-seen ones such as Dawson City, in the heart of the Klondike Gold Rush country. Offering up to three days at Denali National Park for wildlife viewing and spectacular scenery, Land+Sea Journeys are designed to highlight the best of Alaska's wilderness, wildlife, native culture and history.

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.

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/rmxjucte>.

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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. A third Pinnacle Class ship, due for delivery in 2021, recently was announced.

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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