



Holland America Line Introduces 2018 Signature Experiences in Montréal and Five European Departure Cities

April 25, 2017

Immersive pre-cruise cultural tours, luxury hotel stays and transfers included

Seattle, Wash., April 25, 2017 — Holland America Line recently unveiled new culturally immersive Signature Experiences on select 2018 cruise itineraries departing from Montréal, Québec, Canada, and five of the most popular cities in Europe: Amsterdam, the Netherlands; Barcelona, Spain; Copenhagen, Denmark; and Rome and Venice, Italy.

Each pre-cruise Signature Experience was created exclusively for Holland America Line and includes an evening event, two-night luxury hotel stay and transfers. Guests who book a suite on the eligible cruises receive the Signature Experiences complimentary, but space is limited and reservations are required.

"Holland America Line guests are travelers who enjoy immersing themselves in the cultures of the places we visit, and our new Signature Experiences present some of the most iconic destinations in a unique way that isn't available to the general public," said Orlando Ashford, Holland America Line's president. "By showcasing these incredible cities at night with exclusive opportunities, our guests will come away with a deeper cultural impression and experiences that go well beyond traditional tours."

Taste of Montréal – Old & New

On select Canada & New England cruises that depart from Montréal, the Taste of Montréal – Old & New Signature Experience visits the city's most popular sights and takes guests behind the velvet rope at one of its leading cultural institutions. In addition to the immersive city tour, the package also includes a two-night hotel stay and complimentary transfers.

During the Signature Experience, guests visit Place Ville Marie, the city's most iconic structure built atop an underground city. The tour continues with a visit to the observation deck of Au Sommet Place Ville Marie for fabulous city views and then culminates with an exclusive evening at Pointe-à-Callière, the Montréal History and Archaeology Museum, for a private, after-hours visit with appetizers and an open bar in the museum.

Europe Signature Experiences Offered in Five Fascinating Cities

In Europe guests on cruises departing from Amsterdam, Barcelona, Copenhagen, Rome or Venice can book an exclusive Signature Experience before they set sail.

In Amsterdam, An Evening at the Rijksmuseum takes guests on an after-hours private tour of the most-visited national museum in the Netherlands. After a cocktail reception with hors d'oeuvres in the museum's foyer, participants tour the Rijksmuseum Honor Gallery, followed by a three-course dinner in the Rijksmuseum's café.

An Evening at Casa Batlló in Barcelona includes a private tour of this iconic architectural treasure created by Antoni Gaudí between 1904 and 1906. Guests will have time to take in this masterpiece of shape, color and light, then feast on tapas and drinks while enjoying flamenco fusion music provided by Son de Cajon.

In Copenhagen, the famous words "To be, or not to be..." will come to life during A Night at Kronborg Castle Signature Experience featuring this memorable UNESCO World Heritage Site, immortalized by William Shakespeare in "Hamlet." At Kronborg Castle guests will be entertained by actors who provide a history of Shakespeare's famous tragedy, followed by appetizers and beverages.

During A Night Out in Ancient Rome, guests will spend a magical evening at the Casa dei Cavalieri di Rodi (House of the Knights of Rhodes) on a terrace overlooking the Roman Forum. After indulging in appetizers and prosecco, guests will be privy to a private, after-hours tour of Rome's iconic Colosseum by one of the monument's most elite guides.

Venice reigns as one of the world's most magical cities, and during An Evening on the Grand Canal Signature Experience guests

will take a motor-launch cruise to the water entrance of a charming, privately owned, 16th-century palace overlooking the city's Grand Canal. In this opulent and historic setting guests will enjoy appetizers, drinks and Venetian music, all in the company of a countess or member of her noble family.

South America and Asia Experiences to Be Added Soon

Signature Experiences for Australia and New Zealand, Asia and South America cruises will be coming soon and available to view through the hollandamerica.com website.

The 2018 Signature Experiences are complimentary for suite guests and now open for booking. Space is limited on each tour and they cannot be booked online, so guests are encouraged to contact their travel professional or call 1-877-SAIL-HAL (1-877-724-5425). If non-suite guests would like to purchase a Signature Experience, prices range from \$699 to \$999 per person, double occupancy. Taxes and fees are additional. For more information, visit hollandamerica.com.

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

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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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