



## **Holland America Line to Introduce First Filson Alaska Retail Pop-Up Store at Denali Square Complex**

April 26, 2017

*Outpost at the McKinley Chalet Resort to feature items from The Original Alaska Outfitter*

Seattle, Wash., April 26, 2017 — Holland America Line guests on Alaska Land+Sea Journeys will be able to shop at an exclusive Filson pop-up store that will open at Denali Square in time for the summer 2017 cruise season. Located at the McKinley Chalet Resort in Denali National Park, Filson's first Alaska outpost will feature a variety of items that are ideal for guests on this unique overland adventure.

Seattle-based Filson, the Pacific Northwest's outdoor outfitter since 1897, is moving into the space and will be offering a custom collection of its core line of outerwear, bags and accessories, in addition to an expanded collection of hats, T-shirts and lightweight shirts for the outdoorsman. Filson will be located among the retail shops that offer local goods, as well as an artist-in-residence cabin where Alaska natives and local artists display and discuss their work.

"When enhancing Denali Square it's important that we keep the retail shops authentic to the region, and Filson is a perfect fit because our two brands share a passion for Alaska and Yukon exploration, and we both represent quality and value," said Orlando Ashford, president of Holland America Line. "The Filson collection is right on target for our guests, and we're excited about the potential of this relationship."

Filson began by outfitting prospectors headed for the Yukon. Holland America Line —celebrating 70 years of taking guests to Alaska — retraces the route of the Klondike Gold Rush stampeders today on exclusive Land+Sea Journeys. By combining a three-, four- or seven-day Inside Passage or Glacier Discovery cruise with in-depth overland tours to the Yukon and Alaska's interior, the Land+Sea Journeys offer the only seamless way to follow the entire Klondike route from the Pacific Northwest, cruising up the Inside Passage and then taking guests over the mountains at Skagway to follow the Yukon River to the gold fields of Dawson City.

"Alaska has always been the ultimate proving ground for Filson products, since we began by outfitting prospectors during the 1890's Alaska gold rush," said Steve Bock, Filson's chief executive officer. "We're excited to showcase the full functionality of the brand in such a natural environment and partner with Holland America Line to introduce it to their guests."

### **HAL's Denali Square Anchors the Experience at Denali National Park**

Denali Square is at the heart of the McKinley Chalet Resort, which provides accommodations for guests on Holland America Line's Land+Sea Journeys that combine an Alaska cruise with an overland tour to Denali National Park and beyond. Denali Square is centrally located between the main part of the property, containing the reception hall, dining facilities and guest rooms, and the riverfront guest rooms that provide stunning views of the Nenana River.

Denali Square serves as a gathering area to relax, shop, dine and enjoy music and entertainment. The largest building in the complex is Karstens, the grand 7,000-square-foot two-story restaurant showcasing views of the neighboring mountains for dining guests.

At the center of Denali Square is an amphitheater with a covered performance stage and bench seating for guests to enjoy a variety of local shows, ranger talks and demonstrations. Those wanting to quench their thirst or listen to live music can visit Gold Nugget Saloon, home to the Music of Denali Dinner Theater that becomes a bar and music venue after the show.

Denali Square also features outdoor seating for guests who wish to enjoy the scenery and cozy fire pits to gather around on cool Alaska evenings and make s'mores. Walking paths in and around Denali Square show off the property's mountainous landscapes and beautiful setting nestled just across the Nenana River from Denali National Park.

### **About Filson**

Established in Seattle in 1897 to outfit prospectors headed for the Yukon, the company's 120-year legacy is built upon its reputation for honesty, quality and durability. Filson's long-lasting gear is the choice of explorers, adventurers, ranchers, hunters, anglers, engineers and anyone with a passion for the outdoors. Over a century after its founding, the Filson headquarters remain in Seattle, Washington. For more information, go to [Filson.com](http://Filson.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](http://hollandamerica.com).

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**Editor's note:** Photos are available at <https://www.cruiseimagelibrary.com/c/0cgvc6dw>.

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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 113-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 welcomed *ms Koningsdam* in 2016 and has a second Pinnacle Class ship, *ms Nieuw Statendam*, to be delivered in November 2018. A third Pinnacle Class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$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 through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a 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.