



Holland America Line's Linda Springmann Takes on New Role of Vice President, Onboard Revenue

June 21, 2017

Springmann moves from deployment and tour marketing to newly created position

Seattle, Wash., June 21, 2017 — Holland America Line's Linda Springmann is moving into the newly created role of vice president, onboard revenue for the premium cruise line. With this appointment she will engage with the senior leaders of the brand to provide dedicated focus on the prioritized initiatives of Holland America Line related to revenue across its fleet of ships.

Springmann continues to be based in the cruise line's Seattle headquarters and will report to Paul Goodwin, executive vice president, onboard revenue for Holland America Group, with dual reporting to Holland America Line President Orlando Ashford.

"Linda brings to this new position a deep understanding of the Holland America Line business and a significant breadth of experience from more than 30 years with both Holland America Line and Princess Cruises," said Goodwin. "Linda's career at our company has been paved with success, and her creative thinking and leadership will continue to contribute to the growth and strategic direction of onboard revenue."

Most recently Springmann was Holland America Line's vice president, deployment and tour marketing. During her three decades with the cruise lines, she has held roles in a variety of areas, including itinerary planning and product marketing for several cruise destinations and most recently for Alaska Land+Sea program.

Springmann's former deployment planning and Alaska planning and analysis teams will now report to Beth Bodensteiner, senior vice president, revenue management and product marketing, with the Alaska marketing team now reporting to Joe Slattery, senior vice president, global marketing and sales.

Springmann, a native of Salem, Oregon, received her bachelor's degree from Willamette University in Oregon.

For more information, contact a travel professional, call 1-877-SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) or visit hollandamerica.com.

Editor's note: Photo is available at <https://www.cruiseimagelibrary.com/c/viwmc4me>.

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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 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, Cuba, 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 December 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.

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