



## **Holland America Line Wins Awards for O, The Oprah Magazine Partnership, Rudi's Sel de Mer and Alaska Cruises**

October 12, 2017

Seattle, Wash., Oct. 12, 2017 — Holland America Line recently collected a trio of awards from Seatrade Europe, AFAR Media and Kreuzfahrt Traume that recognized the brand's marketing initiatives, Alaska cruises and culinary excellence, respectively.

Holland America Line's partnership with O, The Oprah Magazine won the 2017 Seatrade Cruise Award for Marketing Initiative of the Year; the AFAR Travelers' Choice Cruise Awards recognized the line's Alaska Cruises; and Rudi's Sel De Mer was given the International German Cruise Award for Best New Restaurant Concept by German publication Kreuzfahrt Traume.

"We are always deeply honored when our brand is recognized for an initiative we worked tirelessly to develop or an experience that elevates who we are and what we deliver," said Orlando Ashford, Holland America Line's president. "Thank you to the readers and decision-makers from Seatrade, AFAR and Kreuzfahrt Traume who awarded us with these three prestigious honors."

### **Seatrade Europe Recognizes O, The Oprah Magazine Partnership**

Holland America Line's partnership with O, The Oprah Magazine earned the 2017 Seatrade Cruise Award for Marketing Initiative of the Year. The new award recognized the cruise line's onboard programming that was designed to unite the soul-stirring power of travel with the magazine's deep commitment to connection and personal growth.

Five special theme cruises feature exclusive programming developed with the magazine's editors, along with guest motivational speakers and one very special cruise that Oprah Winfrey sailed on in July 2017. Additionally, more than 300 cruises sailing from North America through the remainder of 2017 and 2018 have a variety of inspiring and engaging activities that bring the magazine to life on board.

### **AFAR Audience Names Holland America Line's Alaska Cruises Number-One**

In the AFAR Travelers' Choice Cruise Awards, Holland America Line earned top accolades for its Alaska cruises. This is the first year AFAR Media broke their esteemed awards into three categories: hotel, cruise and destinations. More than 130,000 votes were received in the cruise category alone, and Holland America came out as number-one in the Alaska Cruise Line category.

In 2017 Holland America Line celebrated its 70th year as a leader in Alaska exploration. The line's award-winning Alaska cruises and Land+Sea Journeys are the heart of the company's global itineraries, and every itinerary is highlighted by scenic cruising of Alaska's Inside Passage and one or more of Alaska's famous glaciers and fjords.

Holland America Line's 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 Klondike Gold Rush Country.

### **Rudi's Sel De Mer Wins Best New Restaurant Concept**

German publication Kreuzfahrt Traume named Rudi's Sel de Mer Best New Restaurant Concept at the International German Cruise Awards. First launched on *ms Koningsdam* as a stand-alone venue, Rudi's Sel de Mer recently debuted as a pop-up in the Pinnacle Grill on several ships in the Holland America Line fleet, and will expand to the entire fleet next year. The specialty restaurant was created and named for the cruise line's Master Chef Rudi Sodamin, who conceived and developed the concept.

For Rudi's Sel De Mer, Sodamin created Food Faces art for the exclusive show plates made by Bernardaud. Each plate portrays an image of a work of art crafted from food.

Rudi's Sel de Mer is built around a menu of classic French Mediterranean dishes with a contemporary twist, featuring locally sourced seafood. The setting is an intimate brasserie with custom décor, plates, menus and uniforms reflecting the ambiance. Guests can indulge in a diverse selection of dishes over several courses that includes Rudi's Seafood Tower, Bouillabaisse Marseillaise, Fruits de Mer, Duck Cassoulet, Soufflé au Fromage, Salt Crust Baked Branzino and desserts like Crêpes Suzette, Profiteroles with Hot Chocolate Sauce and Rudi's famed Souffle — a version of the Salzburger Nockerl.

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

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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, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and 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, comprising world-famous chefs who design dishes exclusively for our guests.

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