



Rotterdam Celebrates Holland America Line's 145th Anniversary with a Special Orchestral Performance aboard Rotterdam

May 21, 2018

Cruise Port Rotterdam and Rotterdam Philharmonic Orchestra collaborate on special composition to honor the cruise line

Seattle, Wash., May 21, 2018 — Holland America Line is celebrating its 145th Anniversary in 2018, and to mark the occasion Cruise Port Rotterdam arranged for a special composition by the world-renowned Rotterdam Philharmonic Orchestra. The composition premiered May 19 at an exclusive event on board *Rotterdam* with a performance by the Rotterdam Philharmonic Banda, an ensemble of the Rotterdam Philharmonic Orchestra.

Rotterdam Philharmonic Orchestra specially composed the piece of music with a basic blues 1-4-5 beat to commemorate Holland America Line's 145th Anniversary.

"Holland America Line is celebrating a milestone anniversary this year, and we are honored that in collaboration with Cruise Port Rotterdam, Rotterdam Philharmonic Orchestra composed such a beautiful piece in our honor," said Nico Bleichrodt, Holland America Line's managing director sales and marketing continental Europe. "There's no place we'd rather celebrate our anniversary than the home of our original headquarters, established 145 years ago in Rotterdam. There is still so much Holland America Line history around the city that makes it the perfect setting for such a special event."

In addition to Bleichrodt, Keith Taylor, Holland America Group's executive vice president of fleet operations, four Holland America Line captains and chief engineers, and local dignitaries were in attendance.

"Rotterdam Philharmonic Orchestra also is celebrating a milestone this year with its 100th anniversary, and not only do we congratulate them on this achievement, but we're thrilled to announce that we're becoming a sponsor to help them continue their musical journey," added Bleichrodt.

As the former headquarters of the company, the city of Rotterdam in the Netherlands holds significant meaning for Holland America Line. Within 25 years of its 1873 founding as the Netherlands-American Steamship Company, the business owned a fleet of six cargo and passenger ships and operated between Holland and the Dutch East Indies. Because it was headquartered in Rotterdam and provided service to the Americas, over time the company became known as Holland America Line.

Today, Holland America Line is an award-winning premium cruise line taking guests to more than 400 ports around the world, sailing on all seven continents.

About the Rotterdam Philharmonic Orchestra

Rotterdam Philharmonic Orchestra ranks among Europe's foremost orchestras, internationally recognized for the intense energy of its performances, its acclaimed recordings and its innovative audience approach. With performances from local venues to concert halls worldwide, the orchestra reaches an annual audience of 150,000 to 200,000.

Editor's note: Photos are available here: <https://www.cruiseimagelibrary.com/c/1g5aq5th>

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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 *Koningsdam* in 2016 and has a second Pinnacle-class ship, *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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