



Holland America Line Celebrated King's Day in Honor of Netherlands' King Willem-Alexander with Dutch Traditions and a Splash of Orange

May 8, 2018

Street market deck party and specialty cocktails paid homage to cruise line's heritage

Seattle, Wash., May 8, 2018 — King's Day in the Netherlands was April 27, and Holland America Line honored its Dutch heritage by bringing several of the country's holiday traditions on board. To celebrate the official birthday of King Willem-Alexander of the Netherlands, the cruise ships were adorned in a sea of orange — the Dutch national color — and a King's Day Orange Deck Party highlighted the special day.

In addition to the festivities and orange touches, Dutch-themed food and beverages were served in public lounges, dining venues and at sail-away parties.

"This year we are celebrating Holland America Line's 145th anniversary, and King's Day is always a special time each year to embrace our company's rich history and share one of the Netherlands' most popular holidays with our guests," said Orlando Ashford, Holland America Line's president.

"Cruising makes the world smaller by allowing us to connect with many different cultures, and bringing experiences like King's Day on board builds a deeper understanding of not only our legacy and the traditions of many of our employees, but the places we visit."

Guests received an email prior to departure inviting them to bring orange attire to wear to the King's Day festivities, known for being a celebration of orange in Holland. Shipboard staff were decked out in orange accessories. Cities throughout the Netherlands became one big street market on King's Day, and shipboard guests enjoyed being transported to the country with a shipboard street market featuring beverages and items from the onboard shops set up by the Lido Pool.

Two specialty cocktails by Holland America Line's Master Mixologist Dale DeGroff were served in honor of King's Day, and guests enjoyed the libations in the bars and lounges. The Dutch Heritage consists of Aperol, vodka and triple sec, while the nonalcoholic Orange Light includes lemon juice, honey syrup and San Pellegrino Blood Orange.

Culinary traditions are an important part of King's Day, and Holland America Line ships offered a King's Day Afternoon Tea featuring tompouce, Bossche bol, poffertjes and other Dutch treats. A Baby Dutch Pancakes station was set up in the Lido Market for breakfast, Dutch-style appetizers were served in bars and lounges during cocktail hour and Dutch-themed menus were featured in the main dining room and Lido Market for both lunch and dinner.

On King's Day this year, the ships in the Holland America Line fleet celebrated around the world — from Greece and Mexico to the Azores and Japan. Holland America Line also has its European headquarters in Rotterdam, just steps from where the line's original offices stood 145 years ago.

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: Photos from the fleet are available at <https://www.cruiseimagelibrary.com/c/klInnysk>.

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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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