



## Seattle's Favorite TV Weather Anchor and Travel Guru Seth Wayne Joins Holland America Line in New Brand Ambassador Role

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*Emmy Award-winning Wayne to host new 'HAL Aboard' programming, going 'behind the scenes' of the premium cruise line*

SEATTLE, Jan. 21, 2020 /PRNewswire/ -- As Holland America Line continues to innovate and pave the way as the premium cruise leader, sharing its brand story in new and bolder ways is more important than ever. In an industry first, the cruise line named Emmy Award-winning Seth Wayne as their brand ambassador where he will serve in a versatile role including roving reporter as the cruise line launches "HAL Aboard," a multimedia line-up of "behind-the-scenes" stories and brand highlights.



# Holland America Line®

SAVOR THE JOURNEY

Wayne comes from Seattle's local ABC affiliate, KOMO-TV where he was known for his engaging personality and incredible passion for cruising. At Holland America Line, under the official title director, communications and content, he will serve as the company's chief story-teller, sharing "behind-the-scenes" stories through social media and other brand channels. He will be a frequent traveler across the fleet and to destinations around the world, sharing the Holland America Line experience both on board and ashore through the stories of both guests and crew. Wayne reports to Sally Andrews, senior vice president and chief brand and communications officer.

"The way we connect with our fans is evolving, and as we looked for new, compelling ways to tell our story we realized that we needed to create a role that didn't exist in our industry," said Orlando Ashford, president of Holland America Line. "We're thrilled to have a dynamic and passionate talent like Seth to help develop and host our new concept, which will give us a richer and more personal dialogue with consumers and travel advisors. With our headquarters in Seattle, Seth has been a friend of Holland America Line for years. We're proud to now call him a member of our family."

Wayne was the weather anchor for Western Washington's top-rated morning newscast on KOMO-TV, Seattle's ABC affiliate, and travel reporter for "Seattle Refined," a local lifestyle show on the same network. He produced and hosted "Adventures Await" on KOMO-AM featuring travel destinations and deals, with a focus on cruising.

"There's no doubt that people are looking for more in-depth and engaging content as part of their travel research, especially 'behind-the-scenes' information and advice directly from fellow explorers," said Wayne. "I am beyond excited to have the opportunity to bring these stories to life for Holland America Line and to say this new role as brand ambassador is a perfect fit would be an understatement. There are millions of stories to be told — and together we're going to hop on a wave like never before."

Wayne's foray into the travel industry began in 2003 as a travel and cruise advisor. He's been cruising since he was seven years old and has been on nearly 100 cruises.

Follow Seth on these channels:

Facebook: [Seth Wayne Holland America Line](#)

Twitter: [@SethonHAL](#)

Instagram: [@SethWayne](#)

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

Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via home page at [hollandamerica.com](http://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 470 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 128-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; three annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada & New England, Europe and the Panama Canal. The line welcomed Nieuw Statendam in December 2018. A third Pinnacle-class ship, Ryndam, will be delivered in 2021.

The company's brand evolution in recent years secured its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination exploration and personalized travel. Outstanding entertainment fills each evening

at venues including Lincoln Center Stage, B.B. King's Blues Club, Rolling Stone Rock Room and Billboard Onboard. 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 guests.

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