



Holland America Line's *ms Eurodam* Receives Innovative New Bar, Entertainment Venues and Suite Upgrades in Dry Dock

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Extensive refit debuts Lincoln Center Stage, Gallery Bar, New York Pizza and more

Seattle, Wash., Jan. 19, 2016 – When *ms Eurodam* re-entered service Dec. 20, 2015, following a scheduled 14-day dry dock in the Bahamas, guests were introduced to several new concepts recently announced by Holland America Line. The most notable new additions are Lincoln Center Stage, in partnership with Lincoln Center for the Performing Arts, showcasing an ensemble performing chamber music; Billboard Onboard, in partnership with *Billboard*, featuring 50 years of chart-topping hits; and Gallery Bar, making its debut in the former Northern Lights venue.

The traditional Lido became Lido Market and received an upgrade in service and menu, and New York Pizza replaced Slice. *Eurodam* also is the first Holland America Line ship to undergo extensive enhancements to its suites as part of a \$300 million brand enhancement initiative announced in November.

"To keep the onboard experience fresh, we're always working to create new and innovative concepts to delight our guests," said Orlando Ashford, Holland America Line's president. "Gallery Bar is a completely new venue for us, and several other enhancements are just starting to make their way onto the fleet, so it's exciting that our guests are finally able to experience them all together for the first time on *Eurodam*."

Entertainment Expands with Lincoln Center Stage and Billboard Onboard

Guests have more entertainment options than ever before with the addition of Lincoln Center Stage and Billboard Onboard, which complement the already-existing and wildly popular B.B. King's Blues Club. Under the exclusive partnership, Lincoln Center Stage showcases an ensemble of world-class musicians performing multiple chamber music programs nightly. On those occasions when guests are enjoying a leisurely day at sea aboard ship, the ensemble plays afternoon recitals.

Billboard Onboard features the talents of live musicians — including two pianists, a guitarist and a DJ — who take turns performing dynamic shows centered around the interesting facts and figures of the music industry as chronicled by *Billboard*. Between the nightly sets and songs, guests can sing and play along with trivia questions presented on screens throughout the room.

ms Oosterdam will also receive these venues during its April dry dock, and other Vista- and Signature-class ships will see the additions over the next few years.

Raising a Glass in Gallery Bar

During the dry dock, *Eurodam* received the line's first Gallery Bar. The sophisticated venue, serving an exclusive cocktail menu by celebrity mixologist Dale DeGroff, replaces Northern Lights and is adorned with an eclectic and whimsical mix of artwork including portraits, landscapes, still-life and abstract pieces. The décor was designed to engage guests and facilitate conversations in a relaxing environment. It will be introduced on *ms Nieuw Amsterdam*, *ms Noordam*, *ms Westerdam*, *ms Oosterdam* and *ms Zuiderdam* by May 2018 as the ships enter their respective dry docks.

Food and Service Reign at Lido Market

The traditional casual Lido buffet has been transformed into the new Lido Market concept — a marketplace with different themed stations offering a select array of delicious options guests can grab on the go or have quickly made to order, from classic comfort food to dishes from around the globe to freshly made personalized salads.

The range of choices includes specialty stations such as Breadboard, with fresh-baked breads and pastries; Wild Harvest, offering a bountiful selection of ingredients for made-to-order salads; Homestead, serving up comfort classics; Distant Lands, featuring exotic flavors from around the globe; Market Central, serving continental breakfast or light meals to go; Perk, where freshly brewed coffee, hot and iced tea and chilled juices are available; and Sweet Spot, dishing up delightful ice cream creations and desserts.

Service at Lido Market is enhanced with coffee, juices, water and iced tea served tableside; and in the evening the tables have an upgraded setting with placemats, glassware and cutlery awaiting guests after they select their food from the new menu.

Pizza Made the New York Way

New York Pizza, which debuted on *ms Nieuw Amsterdam*, replaces Slice. New York Pizza offers five Big Apple-themed thin-crust personal pizzas made to order in less than 10 minutes, as well as the option to select your own preferred toppings from an extensive list. After ordering, diners are given a pager to alert them when their pie comes out of the oven. In the meantime, they can enjoy a salad, and afterwards the pizzeria offers a couple of sweet desserts to top off the meal.

Suite Accommodations Just Got Better

Eurodam is the first ship in the fleet to receive the suite upgrades planned for the line's Signature-, Vista- and R-class ships. The main living area in each suite was refreshed with new furniture, carpet, wall coverings and soft goods. Electronic upgrades included a new USB outlet added to the bed's headboard, bedside LED reading lights, upgraded electrical outlets and a lighted closet rod. Neptune and Pinnacle suites also received a Bose Bluetooth speaker.

Suite bathrooms also received a makeover, with designer glass tile serving as a backdrop to the refreshed vanity area. Other enhancements include contemporary mirrors with integrated LED lighting, stylish floor tiles and a nightlight.

A new interactive television system was installed throughout the ship, featuring large LED flat-screen TV's with complimentary movies on demand as well as easy access to the daily program and shipboard information including restaurant overviews, spa services and guest billing.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit [hollandamerica.com](https://www.hollandamerica.com).

Editor's note: Photos of enhancements are available at <https://www.cruiseimagelibrary.com/c/yhj9xvtu>.

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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 13 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-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, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at 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 on board at the Culinary Arts Center, presented by Food & Wine magazine; Explorations Café, powered by The New York Times; and 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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