



Seattle's Mayor Proclaims Friday, May 20, 'Seattle's Hometown Cruise Line Day' in Honor of Holland America Line

May 20, 2016

Proclamation recognizes the company's contributions to local and state economies

Seattle, Wash., May 20, 2016 — In recognition of Holland America Line's more than 30-year history in the city and its contributions to the local and Washington state economies, Seattle Mayor Edward B. Murray issued a proclamation naming today "Seattle's Hometown Cruise Line Day." The proclamation also marks the official dedication ceremony for Holland America Line's newest cruise ship, *ms Koningsdam*, which was named in Rotterdam today by Her Majesty Queen Máxima of the Netherlands.

In his proclamation, Murray noted that Holland America Line employs more than 1,000 people at its Seattle headquarters, and in 2016 the company expects to contribute \$389 million to the Seattle economy and \$547 million statewide. Holland America Line works with more than 600 Washington vendors, from food and beverage suppliers to piano tuners, office supply stores and marine suppliers. Specifically, *Koningsdam* features Northwest cuisine and products, including items from Seattle-area companies Chateau Ste. Michelle, Elliot Bay Books, Microsoft and Case Marine.

"We are so honored that Mayor Murray declared today 'Seattle's Hometown Cruise Line Day' in recognition of the contributions Holland America Line makes in Seattle and at the state level," said Orlando Ashford, president of Holland America Line. "Today marks a proud day for Holland America Line with the official dedication of our newest ship, *Koningsdam*, by Her Majesty Queen Máxima of the Netherlands, and to add this proclamation makes it all the more exciting and memorable. May 20 will be a special day for years to come."

Holland America Line has been headquartered in Seattle for more than three decades, and its ships have been sailing from the Port of Seattle since the 1970s. Approximately 30,000 Washington residents sail on Holland America Line ships annually, and more than 86,000 guests will be welcomed to Seattle in 2016 on a Holland America cruise.

The proclamation also credits Holland America Line with actively giving back to its local community and Washington state. In the Seattle area, it supports dozens of organizations such as Auction of Washington Wines, Northwest Harvest, Pike Place Market Foundation, Seattle Aquarium, Seattle Children's Hospital, Seattle Children's Theatre, Seattle Men's & Women's Chorus, Seattle Theatre Group and the University of Washington. Eighteen of the company's executives currently serve on 24 boards of directors of local nonprofit organizations.

Holland America Line is also a sponsor of the Seattle Mariners, and the collaboration includes "Holland America Line Ks for Kids" program where strikeouts earn a donation to Seattle Children's Hospital. The company is also the presenting sponsor of the "Salute to Those Who Serve" program honoring the men and women of the United States Military.

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

Editor's note: Photos of *Koningsdam* dedication ceremonies are available at <https://www.cruiseimagelibrary.com/c/2yrziqd5>.

###

Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at 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 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*, delivered in April 2016, as well as a second Pinnacle Class ship, *ms Nieuw Statendam*, due for delivery in November 2018.

The company recently announced \$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 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.

SeattleProclamation16