



Holland America Line Launches 'Best Price Guarantee' on Thousands of Worldwide EXC Tours

November 7, 2017

Program aims to assure guests that the cruise line's tours are the best value

Seattle, Wash., Nov. 7, 2017 — Holland America Line is making sure that guests who pre-book the cruise line's award-winning EXC Tours will have the lowest rates through a Best Price Guarantee program launching today. Best Price Guarantee is available on all ships and all itineraries except Asia cruises and promises that if a guest finds a comparable shore excursion elsewhere at a lower price, Holland America Line will provide an onboard credit of 110 percent of the price difference.

"Shore excursions are an essential part of the cruise for many of our guests, and we're introducing Best Price Guarantee because we believe our EXC Tours offer exceptional value, competitive pricing and the highest quality," said Orlando Ashford, Holland America Line's president. "We've taken an extensive amount of care in creating experiences that showcase the best of each destination and offer something for every taste, whether it's enjoying the iconic sites through a different lens or someone who's looking for something special and unique."

If a guest pre-books a Holland America Line EXC Tour (shore excursion) and then finds an equivalent tour that offers the same amenities and experiences, including date, time, duration, transportation and meals, then a request easily can be submitted through an online form up to seven days before cruise departure. Guests will be notified within two days of submission if the tour meets the requirements for Best Price Guarantee.

If eligible, guests will receive a non-refundable onboard credit to be used during their cruise. Best Price Guarantee only applies to shore excursions that are advertised with pricing and publicly available. Guests who cancel their EXC Tour on board will not be eligible for the Best Price Guarantee credit.

Numbering more than 4,100 tours in nearly 550 ports, Holland America Line's EXC Tours are carefully crafted to ensure travelers are able to deeply connect with the people and places visited during each cruise. With a variety of options for every level of activity and interest, guests who book an EXC Tour through Holland America Line can rest assured that they will experience an unparalleled level of comfort, care and convenience. Professional, local guides offer a unique perspective and exceptional guidance, and a worry-free return to the ship is guaranteed.

Group EXC Tours Allow for a Tailored Experience

For guests or travel professionals with a group on board, Holland America Line's knowledgeable Group EXC Tours Specialists have a worldwide network of innovative tour operators at their fingertips to develop a tailored program for groups of 30 or more. Booking EXC Tours for groups through Holland America Line ensures the most competitive net rates and allows guests to create the perfect, personalized experience — from an eco-tour or culinary adventure to a more traditional sightseeing tour. Groups have a dedicated liaison on board and receive additional perks like priority dispatch, exclusive transportation and language-specific guides.

The Best Price Guarantee submission form can be accessed at hollandamerica.com by all booked guests once they have checked in online. For more information, contact a travel professional, call 1-877-SAIL-HAL (1-877-724-5425) or visit hollandamerica.com.

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