



## **Holland America Line Tempts Cruisers to Book a 2016/2017 Departure With More ‘Explore 4’ Rewards Than Ever**

July 20, 2015

*Early booking benefits include free Signature Beverage Package and Pinnacle Grill dinner for booking any stateroom category*

Seattle, Wash., July 20, 2015 – Travelers looking to plan a cruise for next year and beyond can book now with the popular “Explore 4” promotion and take advantage of four exceptional offers on select January 2016 through April 2017 sailings, also including 2015 holiday cruise dates.

The “Explore 4” benefits for guests booking any category stateroom include a free Signature Beverage Package valued at up to US\$1,400, free Pinnacle Grill dinner for two, reduced cruise fares for third and fourth guests in the same stateroom and 50 percent reduced deposits. Bookings must be made by Oct. 31, 2015.

“We know that many travelers like to plan in advance, so we’re offering some great incentives to entice them to book a cruise with us sooner,” said Orlando Ashford, president of Holland America Line. “By making their reservations now, guests can also ensure a better selection of the itinerary and type of stateroom they prefer and receive a great value with all that’s included.”

### **Suite Travelers Receive Added Perks**

Guests who book a cruise in a suite category stateroom will receive the above four offers plus an additional US\$300 onboard spending credit per stateroom (US\$150 per person) and a free Canaletto dinner for two. Canaletto is the line’s alternative dining venue that showcases cuisine from regions throughout Italy and a “small plate” menu designed around contemporary serving styles with flavorful dishes intended for sharing.

Suite guests may use the spending credit to enjoy a wellness ritual in the line’s luxurious Greenhouse Spa & Salon or explore the wonders and beauty of the cruising regions on one of more than 5,000 unique shore excursions. Ship offered tours range from soft adventure nature experiences to hands-on cultural immersions such as learning to cook regional cuisine from a local chef.

### **Beverage, Dining and other Onboard Amenities Add to Cruise Value**

Guests who book any category stateroom receive a free Signature Beverage Package valued at up to US\$1,400 per stateroom (US\$700 per person) that includes wine, beer, spirits, cocktails, sodas and coffee. The beverage offer is only applicable on the cruise portion of Alaska Land+Sea Journeys. (Beverage package value is based on a 14-day cruise and will increase based on days if a longer cruise is booked.)

“Explore 4” offers also include a complimentary dinner at the award-winning Pinnacle Grill. Featuring a tantalizing menu highlighting steak and seafood dishes like filet mignon and broiled Alaska king salmon, the Pinnacle Grill also includes favorites like roasted pumpkin risotto and grilled lamb chops.

With reduced cruise fare for third and fourth guests on select sailings, a family of four can take an affordable vacation to the Caribbean or a longer journey to an exotic destination. For example, in the Caribbean, fares for seven-day cruises start from US\$799 for the first and second guests in an ocean-view stateroom and reduced fares for the third and fourth guests. A seven-day European cruise starts at US\$999 for an ocean-view stateroom for the first and second guests, and with

reduced fares for third and fourth guests.

By taking advantage of the 50 percent reduced deposit offer, guests will have more flexibility and time before paying the final deposit on their cruise.

**Global Itineraries Available with ‘Explore 4’**

Guests looking to take advantage of the “Explore 4” program can choose select itineraries to nearly all of Holland America Line’s global destinations, including Alaska and Alaska/Yukon Land+Sea Journeys, Bermuda, Canada/New England, Caribbean, Mediterranean and Baltic Europe, Mexico, Hawaii and Panama Canal.

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

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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 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in February 2016 from Fincantieri shipyard, as well as a second Pinnacle class ship due for delivery in November 2018.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by Food & Wine magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes — Explorations Café powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all-new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner’s Dream Beds.

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