



## Holland America Line Launches Exclusive 'Incentive Choice' Program for Groups

July 21, 2015

*Inclusive pricing, beverage package and savings create the ultimate reward*  
Seattle, Wash., July 21, 2015 — Holland America Line is launching an exciting new program exclusively for incentive groups called "Incentive Choice." Featuring a comprehensive package of valuable amenities and preferential pricing, Incentive Choice makes corporate group travel the ultimate reward for organizations seeking to motivate their teams.

In addition to special group pricing with attractive savings in suites, verandahs and staterooms, Incentive Choice offers a selection of rich amenities that will enhance the cruise experience for the entire group.

"In developing Incentive Choice, we responded to our trade partners who asked us for flexible policies and generous amenities for their incentive-focused groups," said Eva Jenner, vice president of North America sales for Holland America Line. "We also employ a dedicated charter and incentive team that provides detailed attention to every group, resulting in a program packed with value that delivers a memorable experience."

Incentive Choice amenities feature a beverage package that includes unlimited fountain drinks, Explorations Café nonalcoholic coffees and a complimentary bottle of house wine with dinner each night.

In addition, incentive groups can choose two of the following options: bon voyage sparkling wine, bon voyage canapés, bon voyage chocolate-dipped strawberries or a complimentary photo. Also included in the incentive package is a choice of one of the following options: one dinner in the Pinnacle Grill per guest, a 100-minute Internet package or a one-hour group cocktail party with hot hors d'oeuvres.

"Incentive Choice provides a high level of personalization, so we have the ability to customize special meetings, amenities and shore excursions for each group," said Jenner. "For example, we can arrange a private cooking demonstration in our unique Culinary Arts Center with our executive chef. It's a fun way for the group to bond while learning about Holland America Line's five-star cuisine."

Whether rewarding a sales division for achieving its target or top clients for their loyalty, Holland America Line provides a unique setting and elegant ambiance to enable organizations to thank those who deserve the ultimate recognition.

For more information about Holland America Line's Incentive Choice program or to order the new brochure, contact an incentive sales travel professional, call 800-445-3731/206-626-9177 or visit [www.hollandamerica.com/corporateIncentives](http://www.hollandamerica.com/corporateIncentives).

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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 April 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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