



Holland America Line Partners with AFAR Media to Bring Expert Destination Content to Guests and Travel Enthusiasts

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Comprehensive new guides will detail hundreds of ports of call worldwide

Seattle, Wash., Oct. 29, 2015 – Holland America Line is partnering with experiential travel expert AFAR Media to help cruisers dream, plan, choose and prepare for the perfect cruise vacation. Through the collaboration, AFAR will provide “Destination Guides” for all of Holland America Line’s ports of call and scenic cruising areas — totaling approximately 400.

The Destination Guides will be available on Holland America Line’s website, giving guests the most comprehensive information accessible to travelers in the cruise industry. AFAR will utilize its vast network of local experts to curate the content, providing travelers with authentic recommendations for top attractions, restaurants and shopping experiences in each destination.

“Holland America Line guests seek authenticity in travel, and studies have shown that travelers trust and value expert, third-party content above all else,” said Orlando Ashford, Holland America Line’s president. “Our new partnership with AFAR Media will deliver the most extensive destination information to our guests in a way that’s never been done before in cruising, ensuring they will have the perfect shoreside experience tailored to their personal tastes and interests.”

From the world’s most iconic cities to relatively undiscovered ports that Holland America Line is known for, each Destination Guide will contain an overview of up to 20 top picks to see and do in the area; recommended restaurants, cafes and markets; and boutique shopping suggestions.

“To our guests, a Holland America Line cruise is much more than the cruise itself,” continued Ashford. “Our guests are passionate about travel; it’s a lifestyle for them. So the dreaming and planning are all part of the experience. AFAR will elevate the way we engage with our guests and add value in a meaningful way.”

“AFAR is thrilled to be working with Holland America Line on this exciting partnership,” said AFAR co-founder, Joe Diaz. “Through the growth of AFAR Custom, we are able to partner with industry leaders such as Holland America Line to create and utilize the power of high-quality content to increase brand affinity across a variety of channels, drive engagement, and inspire travelers to have deeper, richer and more fulfilling travel experiences. Now, no matter where you are sailing to, Holland America Line guests can uncover unique experiences in every port of call.”

About AFAR Media

AFAR Media is a multiplatform media company dedicated to experiential travel, inspiring and enabling its audience to have deeper, richer and more meaningful travel experiences. Founded by Greg Sullivan and Joe Diaz, AFAR launched as a print travel magazine at the height of the recession in 2009 to approach travel in a way no other media publication was doing, to meet a rapidly growing appetite among travelers for more immersive and authentic experiences. Based in New York and San Francisco, AFAR's diverse portfolio of platforms includes AFAR magazine; AFAR.com; Learning AFAR, a nonprofit foundation that introduces the importance of travel to high school students; the AFAR Travel Guide [mobile app](#); the speaking event series, AFAR Conversations; and AFAR Experiences, an exclusive immersive travel event series. For more information visit www.afar.com.

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: Images and logos are available at <https://www.cruiseimagelibrary.com/c/zdvoa8pg>.

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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 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.