



Holland America Line Invites Guests to ‘Savor the Journey’ with a New Brand Campaign

January 20, 2016

Updated logo, new tag line and advertising campaign aim to connect with premium cruisers

Seattle, Wash., Jan. 20, 2016 – Holland America Line is evolving its image with a new brand campaign that introduces a refreshed logo, new advertising campaign and new tag line that invites guests to “Savor the Journey.” The new slogan encourages travelers to embrace the exhilaration of a Holland America Line cruise, both aboard ship and ashore.

The updated blue and white logo is still classic, but simpler and forward looking. It continues to feature the company’s timeless oval around a Holland America Line ship, with the bold blue hull that guests associate with the brand purposefully breaking out of the oval plane. Fonts were updated to be cleaner and more contemporary and the new “Savor the Journey” tagline appears under the company name.

“‘Savor the Journey’ is all-encompassing and tells the story of today’s Holland America Line cruise experience, from our breadth of destinations to our classic style, gracious service, impeccable cuisine and onboard entertainment and enrichment programs,” said Orlando Ashford, Holland America Line’s president. “Our goal is to marry how we present the brand with what motivates our guests to travel today. That theme carries through to the logo, advertising, marketing collateral, partnerships and other enhancements.

“Holland America Line is evolving, and we are certain that travel professionals are taking notice and will appreciate our extensive efforts to drive cruise business,” added Ashford. “We are committed to the agent community and all advertising directs consumers to contact a travel professional.”

New Advertising Campaign to Reach More Cruisers

In addition to the logo and tagline, Holland America Line is introducing new advertising efforts that include both local-market and national television commercials — a first for the cruise line in several years. Emphasizing the company’s classic style and enriching journeys, the integrated campaign also includes new print ads, radio spots, digital advertising, direct mail and email.

The 30-second television commercial takes viewers on a visual journey through the sights and sounds of a Holland America Line cruise. From the memorable adventures shore side in ports around the world to the elegant onboard ambiance that the brand is known for, viewers will become immersed in the Holland America Line experience.

Television ads and radio spots will run through late March in Boston, Mass.; Chicago, Ill.; Denver, Colo.; Los Angeles, San Diego and San Francisco, Calif.; New York, N.Y.; Phoenix, Ariz.; Portland, Ore.; Seattle, Wash.; and Washington, D.C. Some national television placements and exposure helped kick off the campaign. Viewers can look for the commercials during a variety of shows including “Today,” “The Voice,” “The Tonight Show Starring Jimmy Fallon,” “Saturday Night Live” and “60 Minutes,” as well as during other programming on networks including HGTV, History, Bravo, Golf Channel, MSNBC, USA Network and Public Broadcasting Service (PBS).

“We haven’t had a broadcast campaign to this extent in many years, so it’s exciting to see the brand taking steps to increase awareness and spread the word that if you want to see the world in the most enriching way possible, Holland America Line is the company to take you there,” Ashford added.

The new print ads encourage travelers with taglines of “*Write the Next Great Chapter in Your Life Story*” and use vivid imagery to illustrate “*Mediterranean Blues and Delta Blues. On One Cruise.*” Another ad proves that it’s not impossible to visit “*Barcelona and Lincoln Center in One Day*” on a Holland America Line ship.

Readers will find the new print ads running in leading travel and lifestyle publications, including *AFAR*; *Bon Appétit*; *Condé Nast Traveler*; *Departures*; *Food & Wine*; *O, The Oprah Magazine*; *Porthole*; *Smithsonian*; *Travel + Leisure* and more, as well as top trade publications.

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 and ads are available here: cruiseimagelibrary.com/c/idxmhyl.

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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 13 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*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at 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.

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