



## **Guests Who Book 2017/18 Cruises with Holland America Line's Popular Explore4 Promotion Receive Four Enticing Offers**

July 27, 2016

*Early booking benefits valued at up to \$2,000; Suite bookings receive six offers*

Seattle, Wash., July 27, 2016 – Holland America Line's popular Explore4 promotion is back and better than ever with four top offers on select January 2017 through April 2018 cruises. Travelers looking to book a cruise or Land+Sea Journey for next year or beyond can take advantage of the benefits, which include complimentary beverages and specialty dining aboard ship, as well as reduced deposits and fares for friends and family. Suite bookings feature an Internet credit and prepaid gratuities.

The Explore4 promotion for guests booking any category stateroom includes a Signature Beverage Package valued at up to \$1,400, dinner in the Pinnacle Grill, reduced cruise fares for friends and kids in the same stateroom and 50 percent reduced deposits. Bookings must be made by Nov. 18, 2016.

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

Guests who book a cruise in a suite category stateroom will receive the above four offers plus an additional \$200 Internet credit per stateroom (\$100 per person) and prepaid gratuities (valued at \$13.50 per guest, per day).

"Cruisers are early planners, and our popular Explore4 promotion encourages our guests to book their vacation now while rewarding them with some exceptional bonuses," said Orlando Ashford, president of Holland America Line. "By making their reservations during Explore4 guests have more itinerary and stateroom options for next year, and the value of a cruise vacation increases even more."

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

Guests who book any category stateroom receive a Signature Beverage Package valued at up to \$1,400 per stateroom (\$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.)

Explore4 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 fares on select sailings for friends and kids sharing a stateroom with two other

guests, a group 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 apply 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, 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 Explore4**

Guests looking to take advantage of the Explore4 program can choose select itineraries to nearly all of Holland America Line's global destinations, including Alaska and Alaska/Yukon Land+Sea Journeys, Asia, Australia/New Zealand, Baltic, Bermuda, Canada/New England, Caribbean, Europe, Hawaii, Mediterranean, Mexico, Panama Canal and South America.

For more information about Holland America Line and the Explore4 promotion, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit [hollandamerica.com](http://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](http://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 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*, delivered in April 2016, as well as a second Pinnacle Class ship, *ms Nieuw Statendam*, due for delivery in November 2018.

The company recently announced \$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 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.

**CONTACT:** Sally Andrews  
**PHONE:** 800-637-5029  
**EMAIL:** [pr@hollandamerica.com](mailto:pr@hollandamerica.com)