



## **Holland America Line Named 'Best Overall Cruise Value' by World Ocean & Cruise Liner Society for Record-Breaking 24th Year**

January 11, 2017

*Premium line also lauded as tops in High-Deluxe, 5-Star-Plus, Large Ships category*

Seattle, Wash., Jan. 11, 2017 – World Ocean & Cruise Liner Society members named Holland America Line the Best Overall Cruise Value 2016 for the 24th consecutive year in the organization's annual Best Cruise Value Awards. Holland America Line once again also received top marks in the High-Deluxe, 5-Star-Plus, Large Ships category in recognition of its premium cruise experience. WOCLS members are experienced cruisers who take an average of two cruises a year. The society reviews all cruise lines annually, and in its monthly Ocean & Cruise News publication noted, "When we consider the consistency of the product over the years, something that is hard to achieve, the cruise line in 2016 that we continue to feel offers the very best cruise value, and is awarded our Best Overall Cruise Value award for 2016, is Holland America Line."

"This was an incredible year for Holland America Line with the introduction of *ms Koningsdam*, and we continue to raise the bar across the fleet with new innovations while ensuring that guests experience why cruising is the best vacation value," said Orlando Ashford, president of Holland America Line. "We are humbled that World Ocean & Cruise Liner Society once again honored us with these awards, and we thank everyone for recognizing that we provide memorable cruise experiences in unique ways."

WOCLS noted "Holland America provides its passengers with traditional old world charm and sophistication while featuring numerous small touches that are either overlooked by other cruise lines or have been eliminated by them in cost-cutting measures. More affordable pricing should not always mean less quality, service and touches."

The publication continued, "Some of the elements that combine to make Holland America Line the best overall cruise value include its effort to continually improve its product and ships ... the immaculate appearance of its ships and their friendly Indonesian and Filipino crew, the extra effort to properly train and supervise its staff, the more extensive choice of dinner menus in its restaurant and alternate restaurant ... and all the little extras such as canvas tote bags, happy hours, hot hors d'oeuvres at cocktail time, chilled beer glasses, a no-charge ice cream bar and later lunch hours when in port. As a result, its passengers receive extraordinary value for the money they spend."

"While you would expect to have to pay more for quality refinement and amenities on some ships, Holland America Line provides these extras often for less or at most only a modestly higher price," wrote Thomas Cassidy, editor of Ocean & Cruise News. "They've received this award for more than two decades, which means they continue to deliver an exceptional experience well above the monetary value. Congratulations to Holland America Line!"

To take top honors in the High-Deluxe, 5-Star-Plus, Large Ship category, WOCLS said, "This year as in other years Holland America continues to provide an exceptional value to its passengers. Even as they add new tonnage such as the new *Koningsdam*, HAL continues to offer a traditional cruising

experience with modern touches, and still offers a more personalized service than other lines in this category. Also, adding to the sense of value is the consistency of the product that Holland America delivers across its entire fleet."

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) 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 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 113-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 onboard at an America's Test Kitchen show; 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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