



Holland America Line Wins Nine Gold and Four Silver Travel Weekly Magellan Awards

September 26, 2017

Cruise line honored for O, The Oprah Magazine Partnership, ms Westerdam and more

Seattle, Wash., Sept. 26, 2017 — It was lucky 13 for Holland America Line when counting wins in Travel Weekly magazine's 2017 Magellan Awards. The premium cruise line received an impressive nine gold awards in the categories of Premium Ship, Education Program, Direct Mail, Website, three for Marketing-TV Commercial and two for Marketing Campaign-Advertising/Marketing.

Four silver awards were earned for Advertising/Marketing, Premium Ship-Entertainment, Premium Ship-Restaurant Design and Website.

"We are honored that the esteemed panel of industry professionals chose to recognize Holland America Line with 13 Travel Weekly Magellan Awards," said Orlando Ashford, Holland America Line's president. "We continue to innovate and evolve our brand with exciting new partnerships and programming. These awards prove that our hard work is resonating with our guests and the travel agent community."

Taking Top Honors at the Magellan Awards

Holland America Line earned a prestigious gold award for *Westerdam* in the Premium Ship category. The ship recently debuted major renovations that added many new public spaces and amenities, including two firsts for the fleet: Explorations Central, or EXC, and Rijksmuseum at Sea. *Westerdam* also received the popular Music Walk venues Lincoln Center Stage and Billboard Onboard, the intimate Gallery Bar, a reimagined Lido Market and The Retreat area with private cabanas.

The line's partnership with O, The Oprah Magazine earned a gold for new programming that was designed to unite the soul-stirring power of travel with the magazine's deep commitment to connection and personal growth. Five special theme cruises feature exclusive programming developed with the magazine's editors, along with guest motivational speakers and one very special cruise that included Oprah Winfrey in July 2017. Additionally, more than 300 cruises sailing in North America throughout 2018 have a variety of inspiring and engaging activities that bring the magazine to life on board.

Holland America Line's television spots "Why We Sail," "Carefully Crafted Journeys" and "Music Walk" all won gold in the TV commercial category for their messaging, vivid imagery and expression of the onboard experience. Each aired on national cable channels.

Carefully Crafted Journeys also won gold for cruise marketing campaigns. The campaign illustrates the care and expertise behind each and every Holland America Line itinerary. In addition, it celebrates the breadth and depth of ports visited on all seven continents. The campaign featured ads on national cable television and in national print and trade publications, digital and social outreach and a dedicated landing page for further information at whywesail.com.

PartnerSHIPS, Holland America Line's program for travel professionals, earned gold awards in two areas: Education Program for Holland America Line Academy and Website for the Promo Toolkit. Holland America Line Academy is an extensive online training program that offers key courses to allow agents to sharpen their selling skills, earn Cruise Line International Association credits and receive graduation benefits. The Promo Toolkit enables travel partners to create agency-branded Holland America Line marketing materials to send to their clients.

A gold in Direct Mail was earned for the Mariner Magazine 2017 summer edition, a high-end glossy publication for members of the line's past-guest loyalty program.

Silver Success

Holland America Line brought home a silver award in Entertainment for its BBC Earth programming offered onboard. A highlight is "Frozen Planet Live," a groundbreaking concert based on the BBC Earth "Frozen Planet" television series that features live musicians playing a specially orchestrated musical score as the images unfold on screen. BBC Earth feature cruises showcase

producers, cameramen and presenters who host master classes and question-and-answer sessions in their field so guests can learn directly from the show's creators.

Rudi's Sel de Mer alternative restaurant earned a silver award in the Premium Ship-Restaurant Design category. Following the success of Sel de Mer on *ms Koningsdam*, the cruise line launched Rudi's Sel de Mer on six ships as a homage to its Master Chef and culinary consultant Rudi Sodamin who created the concept. The intimate brasserie is a pop-up in the Pinnacle Grill and serves a classic selection of French seafood dishes with a contemporary twist.

For Advertising/Marketing, Holland America Line won silver for the 70th Anniversary Showing Guests Alaska campaign. In 2017 Holland America Line is celebrating 70 years of exploring Alaska. This campaign leveraged Holland America Line's expertise in Alaska and communicated the amazing sights and the celebratory nature of the 70th anniversary. A 70th logo with Alaska's most iconic landmark, Denali, was the centerpiece. The logo appears on all 70th anniversary communications and merchandise, including the Explorer Pale Ale brewed specifically for Holland America Line by Alaskan Brewing Company to celebrate the season. Multi-media advertising and direct mail completed the marketing efforts.

The final silver was earned for GoHAL.com, Holland America Line's portal for travel professionals. The comprehensive website gives travel agents all of the tools they need to confidently and successfully learn, promote, book and plan Holland America Line cruises for their clients.

About the Travel Weekly Magellan Awards

Since 2008 Travel Weekly has been recognizing excellence in travel with its annual Magellan Awards, and Holland America Line has received more than 50 awards in various categories since their inception.

The Magellan Awards honor a broad range of industry segments, including hotels and resorts, travel destinations, cruise lines, online travel services, airlines and airports, travel agents/agencies, tour operators and car rental companies. Entries are evaluated by a panel of respected travel industry professionals against standards of excellence — rather than against each other — established by Travel Weekly, which has been published since 1958 and is written for U.S. travel agents, tour operators, corporate travel executives and travel industry suppliers.

For more information, contact a travel professional, call 1-877-SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) or visit hollandamerica.com.

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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 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, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *ms Koningsdam* in 2016 and has a second Pinnacle-class ship, *ms Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$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 through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a 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, comprising world-famous chefs who design dishes exclusively for our guests.

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