



Holland America Line Celebrates 2017 Plan a Cruise Month with Two Premium Promotions

October 9, 2017

Up to \$300 Spending Money Added to all 2017-2018 Caribbean Cruise and Explore 4 Bookings

Seattle, Wash., Oct. 9, 2017 —Holland America Line is supporting October's National Plan a Cruise Month organized by Cruise Lines International Association with two premium offers: onboard spending money for 2017-18 Caribbean cruise bookings and additional onboard spending money for all Explore 4 promotion bookings covering several cruise destinations in 2018 and 2019.

The month-long event offers promotions that aim to give consumers the opportunity to become more knowledgeable about cruising, as well as plan and book a Holland America Line cruise vacation while taking advantage of one of the richest promotions of the year.

"Plan a Cruise Month continues to be a very successful initiative that puts a spotlight on what is certainly the best vacation value and most enticing way to see the world," said Orlando Ashford, president of Holland America Line. "By creating extra booking incentives, we're making October the best month to plan your first or your next Holland America Line cruise."

Caribbean is Open for Travel and Bookings Receive Up to \$300 Onboard Spending Money

For Plan a Cruise Month, new bookings in an ocean-view stateroom or higher for all of Holland America Line's upcoming Caribbean cruises from October 2017 through March 2018 are eligible to receive up to \$300 in onboard spending money.

"While a few islands in the Caribbean were impacted by recent storms, more than 40 ports are currently open and welcoming cruise guests right now, so we extended this offer to include our upcoming Caribbean season to focus positive attention on the region," added Ashford. "Making our Caribbean cruises eligible to receive the onboard spending money shows our confidence that cruises to these beautiful islands will deliver an exceptional vacation."

2018-19 Cruises Include Onboard Spending Money and Explore 4 Perks

For the second Plan a Cruise Month offer, travelers making a booking on select 2018 and 2019 cruises receive onboard spending money up to \$400, depending on the length of the cruise and type of stateroom booked. This offer can be combined with the cruise line's Explore 4 promotion that provides four added-value extras on select March 2018 through April 2019 cruises. The four offers include a Signature Beverage Package valued at up to \$1,400 per stateroom, dinner for two at the Pinnacle Grill, reduced cruise fares for third and fourth bookings in the same stateroom, and 50 percent reduced deposits.

Suite bookings also receive \$200 onboard spending money per stateroom (\$100 per person) in addition to the four offers and exclusive Plan a Cruise Month onboard spending money, making it possible to receive a total of up to \$600 in onboard spending money.

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

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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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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