



Holland America Line Dominates Porthole Cruise Magazine's 2017 Readers' Choice Awards with Eight Honors

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Accolades Earned for Top Itineraries, Best Private Island and Most Eco-Friendly

Seattle, Wash., Nov. 6, 2017 — Holland America Line dominated Porthole Cruise Magazine's 2017 Readers' Choice Awards with eight honors. Readers from Porthole, one of the world's leading consumer cruise travel publications, recognized Holland America Line in areas that covered everything from destinations to onboard and shoreside experiences.

The awards include Best Canada/New England and Northern Europe Itineraries; Best Shore Excursions; Best Spa Facilities; Most Eco-Friendly Line; Best Medical Facilities; Best Facilities for Guests with Disabilities; and Best Private Island for Half Moon Cay, the line's exclusive island in the Bahamas.

"As Holland America Line continues our journey of brand evolution and innovation, it is an incredible honor to be recognized by the readers of Porthole who are the most discerning and well-experienced cruisers in the world," said Orlando Ashford, president of Holland America Line. "We're working hard to make sure that we excel in all areas of the cruise experience, and these recognitions tell us we're on the right path. Thank you to Porthole and all of the readers for these eight awards."

Porthole Cruise Magazine's annual Readers' Choice Awards are determined by thousands of the publication's readers who vote both online and via paper ballot on their favorite cruise lines in more than 50 categories.

"Every year Holland America Line impresses our readers in a variety of categories, and by the number of awards it's clear that the cruise line delivers an all-around fantastic experience," said Bill Panoff, publisher and editor-in-chief of Porthole Cruise Magazine. "Congratulations to Holland America Line for once again earning the most awards. Our readers know what they like and they know what makes an exceptional cruise, and Holland America Line continues to capture their votes."

Half Moon Cay: Best Private Island in its 20th Anniversary Year

For the past 17 years, Porthole Cruise Magazine's readers have named Half Moon Cay the industry's Best Private Island. In 2017 the island is celebrating its 20th anniversary with special events, upgrades and new facilities. Half Moon Cay is an idyllic playground for cruise guests and features the finest beaches in the Caribbean, a natural 700-acre lagoon, incredible two-story villas and private cabanas, as well as a variety of fun-filled shore excursions for nature lovers, adventurous travelers and explorers.

Best Shore Excursions

Holland America Line guests can participate in incredible EXC Tours (shore excursions) that are designed to help guests deeply connect with the people and places they are visiting. To help make the most of time ashore, Holland America Line's expertly curated EXC Tours provide a wide variety of ways to explore and learn about the cultures of each port of call. Guests looking for a more tailored experience can delve deeper into The Collections tours and choose a shore excursion that has a particular focus.

Top Itineraries Earn Top Honors

Holland America Line earned a win for its Canada/New England itineraries. Stretching from April through October, the line offers the longest Canada/New England season in the industry. In 2018, four ships will feature cruises from seven to 15 days, with many able to combine with a Bermuda, Cuba or back-to-back Canada/New England cruise to form a longer Collectors' Voyage. Whether on a gorgeous summer day or during the stunning fall foliage season, Holland America Line visits the region at the most beautiful times of the year.

The line's northern Europe cruises garnered an additional honor for top itineraries. While visiting some of the most charming, scenic and historic ports, guests can marvel at the fjords of Norway, attend an evening ballet at St. Petersburg, Russia, or traverse the Arctic Circle to welcome the splendor of the midnight sun. In 2018, Holland America Line will have four ships sailing throughout the region from April through September.

Best Spa Facilities

Holland America Line's Greenhouse Spa and Salon is a heavenly retreat that nurtures every aspect of well-being with renowned spa rituals and healing touches. Guests can relax and rejuvenate their mind, body and soul with a massage, facial or a dip in the hydro pool. With the introduction of the two-story spa on *ms Koningsdam*, Holland America Line took the shipboard spa experience to a whole new level of pampering. It is the first in the fleet to feature a Medi-Spa and Barber Shop. The serene Spa Staterooms and Suites on select ships are spacious havens of peace and quiet, conveniently located steps away from the spa facilities.

Most Eco-Friendly Cruise Line

Holland America Line understands the great responsibility in safeguarding the oceans and environment. Through the "Our Marvelous Oceans" partnership with Marine Conservation Institute that began in 2010, Holland America Line educates guests and crew about marine conservation issues, including marine protected areas. Responsible energy, water and waste management are important components of the company's sustainability strategy. Six of the 14 Holland America Line ships use shore power at the ports of Quebec, Seattle, San Diego and Vancouver.

State-of-the-Art Medical Facilities and Facilities for Guests with Disabilities

Once again, Holland America Line received recognition for its accessibility and medical facilities. Holland America ships accommodate guests with a variety of special needs and feature state-of-the-art shipboard medical facilities and equipment.

About Porthole Cruise Magazine

Porthole Cruise Magazine is published bimonthly in Fort Lauderdale, Florida. The nation's leading consumer cruise publication, it features cruise and destination articles for both first-time and experienced cruisers. Available on newsstands as well as by both print and digital subscriptions, each issue includes ship reviews, cruise destination features and other editorial about cruise trends, food and wine, spas and well-being, entertainment, kids' activities, and other onboard amenities. To learn more, visit Porthole.com.

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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