



## Holland America Line's Sales Team Heads Out on a Monthlong Nieuw Statendam and Caribbean Sales Blitz

May 3, 2018

*Business Development Managers to visit travel agencies across the country and host webinars talking about the newbuild and Caribbean cruises*

Seattle, Wash., May 3, 2018 — During the month of May, Holland America Line's sales team is hitting the road to visit travel partners across North America on a *Nieuw Statendam* and Caribbean Sales Blitz. With anticipation building for the ship's delivery in December 2018, Holland America Line is looking to ensure travel professionals are up-to-date on the latest news about the newbuild and its debut Caribbean season.

In addition to in-person visits, four travel agent webinars will share the reasons why Holland America Line's Caribbean cruises stand apart, including the addition of Cuba cruises on *Veendam*, the cruise line's private island Half Moon Cay, the breadth of itinerary options up to 21 days with more ports of call and a distinct, onboard experience.

The webinars will be held Wednesday, May 9; Wednesday, May 16; Thursday, May 24; and Wednesday, May 30. Travel professionals can register for the webinars through Holland America Line's dedicated travel agent website, [GoHAL.com](http://GoHAL.com).

"Our travel partners are the core of our business, and in May we're making more in-person connections and setting our agents up with the information they need to become confident selling our new ship, *Nieuw Statendam*, and our diverse mix of Caribbean cruises," said Eva Jenner, vice president, sales, for Holland America Line. "As our new trade promise says, we're committed to the success of our travel partners, and we're continuously looking for ways like this Sales Blitz to provide education and information that tell our story."

Holland America Line has developed extensive new marketing materials exclusively for *Nieuw Statendam* and the Caribbean to help travel professionals learn about the ship and successfully sell its cruises, including a dedicated page on [GoHAL.com](http://GoHAL.com). Assets available include a new 27-page brochure and flyers with its focus sailings. A new Caribbean flyer outlines not only *Nieuw Statendam*'s Caribbean cruises but all of Holland America Line's cruises to the tropical region, including *Nieuw Statendam*'s sister ship *Koningsdam*.

Offering more comprehensive brand information, a new Holland America Line Selling Guide includes details on *Nieuw Statendam*; Caribbean and Cuba cruises; America's Test Kitchen, Food & Wine Aficionado and O, The Oprah Magazine feature cruises; holiday sailings; the GAP Plus program, with information about earning an additional one percent commission on Caribbean groups; and the Connections Program, where agents can receive an accelerated one for 10 Tour Conductor credit and two extra GAP points for each group.

While May 2 was National Travel Agent Day, Holland America Line is celebrating its travel professionals the whole month of May with the Sales Blitz. Additionally, every day in May on Holland America Line's PartnerSHIPS Facebook page, a travel partner will be featured in a spotlight post.

Travel professionals can connect with their BDM and the sales team through [GoHAL.com](http://GoHAL.com) or by emailing [sales@hollandamerica.com](mailto:sales@hollandamerica.com). Holland America Line's sales team is active on [Facebook](#), [Twitter](#) and [LinkedIn](#). For more information call 1-800-426-0327.

— # # # —

### **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 *Koningsdam* in 2016 and has a second Pinnacle-class ship, *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.

**CONTACT:** Sally Andrews  
**PHONE:** 800-637-5029

EMAIL: [pr@hollandamerica.com](mailto:pr@hollandamerica.com)