



Holland America Line's 'On Stage Alaska' Presentation Brings The Great Land to Life in Cities Across the United States and Canada

September 3, 2015

The live event showcases the line's award-winning Land+Sea Journeys and helps travel professionals close bookings

Seattle, Wash., Sept. 3, 2015 – Now travel partners can help their clients learn more about Holland America Line's award-winning Alaska Land+Sea Journeys through the line's complimentary "On Stage Alaska" presentations that will be visiting cities across the United States and Canada this fall. Travel partners who are interested in selling more Land + Sea Journeys to Alaska and the Yukon can offer their clients a glimpse into the region's history, spectacular scenery, wildlife and local hospitality.

"Our Land+Sea Journeys offer many wonderful options, and the On Stage Alaska presentation is the easiest and most informative way to be sure our travel partners have all of the information and tools they need to sell a Holland America Line Alaska vacation to their clients," said Eva Jenner, vice president, North America Sales, Holland America Line. "The positive feedback we continue to receive from travel partners who arrange the On Stage Alaska presentations tells us that they are a valuable tool in helping our travel partners succeed."

The program, which is produced by Holland America Line and is in its 33rd year, features the line's 2016 Alaska Land+Sea Journeys destination film and includes an entertaining and informative performance by people who have lived and worked in the Great Land. On Stage Alaska also provides information about the Yukon Territory that is included on some Land+Sea Journeys, as well as details about Holland America Line's Alaska cruise itineraries. A three-week incentive booking promotion provides travel professionals with another tool to complete bookings.

"Over the last few years, we've seen increased attendance and a growth in Land+Sea Journeys bookings associated with On Stage Alaska events," said Jenner. "With some 300 showings and nearly 20,000 people attending each year, it's easy to see the potential for travel partners."

The live event is scheduled to visit cities throughout the United States. Travel professionals who want to book a show for their clients should contact their Business Development Manager or call 800-544-0443, and choose option 4.

Holland America Line has been Alaska's leading tour operator for nearly 70 years. The line has seven premium ships in the region offering 130 Alaska cruises and more than 30 different Land+Sea Journeys programs in 2016. The Land+Sea Journeys combine an Alaska cruise with an overland exploration, and options for 2016 range from 10 to 20 days and are in two distinct series with cruise-first or land-first choices: Yukon and Denali Land+Sea Journeys and Denali Land+Sea Journeys.

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Holland America Line's fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016 from Fincantieri shipyard, as well as a second Pinnacle Class ship due for delivery in November 2018.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by Food & Wine magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes — Explorations Café powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all-new stateroom amenities highlighted by flat-panel TVs and plush Euro-Top Mariner's Dream Beds.

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