



Holland America Line President Orlando Ashford Named ‘Most Innovative Executive, Mid-Sized Cruise’ in 2016 Travvy Awards

January 25, 2016

Cruise line also receives five awards in destination and shore excursion categories

Seattle, Wash., Jan. 25, 2016 – The past year has been one of evolution for Holland America Line, and travAlliancemediamedia recognized the leadership efforts of company president Orlando Ashford by naming him “Most Innovative Executive, Mid-Sized Cruise” at the 2016 Travvy Awards. The cruise line also received a gold award for “Best Mid-Sized Cruise Line, U.S. and Canada” and silver awards in the categories “Best Cruise Line, Premium,” “Best Cruise Line, Alaska,” “Best Mid-Sized Cruise Line, Central America” and “Best Shore Trips/Excursions.”

Finalists for the Travvy Awards were selected by 39,000 participating travel professionals, and two winners in each category were determined by a panel of travAlliancemediamedia’s award-winning editorial team. The winners were announced at a ceremony Jan. 6 in New York City, New York.

“I am humbled and honored to be recognized with this award, which is a reflection of the tremendous team I joined and the way we have been able to create and deliver several innovative new ideas quickly,” said Ashford. “To receive this recognition from travel professionals is very meaningful, as their perception of the Holland America brand and our efforts is vital to our success.”

Ashford received the innovative executive honor in the mid-sized category in only the second year the award has been bestowed on a cruise line leader. The distinction comes on the heels of the recent launch of a new branding campaign that introduced a new company logo, tag line, television commercials and print ads. Holland America Line also recently formed partnerships with several well-known names, including BBC Earth, AFAR Media, Rijksmuseum, Master Mixologist Dale DeGroff, Utrips and Koppert Cress. The premium line already lists names like Lincoln Center for the Performing Arts, *Billboard* magazine, B.B. King Blues Club, Food and Wine magazine and The New York Times among its partners.

Gold in Canada and New England and Silver for Alaska and Central America

In 2016 travelers can see why Holland America Line was voted tops for its Canada and New England cruises on dozens of itineraries ranging in length from seven to 16 days. From April through October, *ms Veendam*, *ms Rotterdam* and *ms Zuiderdam* visit the most picturesque and beautiful parts of the region with several departures that highlight the fall foliage change of colors.

For nearly 70 years Holland America Line has been at the forefront of Alaska cruising, and in 2016 the line continues to deliver exceptional experiences on 149 voyages to The Last Frontier. In an exciting move, Holland America Line is repositioning *ms Nieuw Amsterdam* to Alaska for the first time, joining six other ships that will offer Alaska explorations and Land+Sea Journeys that combine an Alaska cruise with an overland tour to Denali National Park.

In Central America, Holland America Line features five ships in 2016 that link the Atlantic and Pacific oceans on Panama Canal cruises. From March through December, the ships transit this manmade marvel on itineraries that range in length from 14 to 20 days. The line’s On Location Speaker Series expounds on the history of the canal and the art, culture and wildlife of the region.

Journeys Ashore Explore the Best of Each Destination

Holland America Line’s Journeys Ashore excursion program achieved a silver Travvy Award. The company’s more than 10,000 tours are featured in five distinct collections, each centered on a different type of experience: the Medallion Collection, a series of exclusive experiences designed for

the most discerning guests; the Encore Collection, perfect for cruisers visiting destinations they have visited before with tours that explore beyond well-known attractions; the World Wonders Collection, featuring natural treasures, architectural marvels and technical wonders; the Cruise with Purpose Collection, carefully crafted for the thoughtful cruiser who wants to give back or pay it forward; and the Signature Collection, an exclusive touring option for independent-minded travelers.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

Editor's note: Photos are available at www.cruiseimagelibrary.com/c/s71pm42z.

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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 13 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at 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 on board at the Culinary Arts Center, presented by Food & Wine magazine; Explorations Café, powered by The New York Times; and 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 that comprises world-famous chefs who design dishes exclusively for our guests.

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