



## Holland America Line Debuts New Club Orange Program With Exclusive Benefits and Premium Amenities that Enhance the Cruise Experience

November 12, 2018

*Club Orange includes dedicated concierge, exclusive dining, priority access and more*

Seattle, Wash., Nov. 12, 2018 — Holland America Line is introducing the unique Club Orange program that provides exclusive benefits and amenities to guests looking to elevate their cruise experience. From a private dining venue to priority services and a dedicated concierge hotline, Club Orange allows guests to opt in to extra privileges that are available to a limited number of guests on each cruise.

Club Orange will be included for guests in Neptune and Pinnacle Suite categories, and the program will be available to purchase for a small number of non-suite staterooms on each sailing. The program is slated to launch on *Koningsdam* and *Nieuw Statendam* in December 2018, with a rollout to the rest of the fleet in 2019.

"Club Orange allows guests to add extra premium benefits and luxury amenities to their cruise for a great value," said Orlando Ashford, president of Holland America Line. "One of the reasons people choose Holland America Line is because of the quality of what we offer — the best food at sea, the most authentic live entertainment and our award-winning service — and Club Orange is another way for guests to enhance their cruise experience."

The name Club Orange pays homage to Holland America Line's rich Dutch heritage. The company was founded in the Netherlands more than 145 years ago and it's the color of the Dutch Royal Family, which hails from the House of Orange.

### Private Dining

Aboard *Koningsdam* and *Nieuw Statendam*, the Culinary Arts Center dining venue is being transformed into an exclusive Club Orange restaurant that will be open every day for breakfast and dinner. The complimentary venue will serve the same menu featured in Pinnacle Grill (breakfast) and the Dining Room (dinner) and also include additional daily dishes exclusive to the Club Orange restaurant. When Club Orange is introduced on other ships of the fleet in 2019, a dedicated section of the Dining Room will be set-aside for the exclusive use of Club Orange guests for breakfast and dinner. Reservations in the private dining venue are not required but welcome.

### Priority Access

Amenities that come with the exclusive Club Orange program include priority check-in and disembarkation, priority tender service and priority alternative restaurant reservations made on board. Club Orange guests also have a dedicated line at Guest Services and the EXC Tours shore excursion desk, as well as a dedicated concierge hotline on board for dining reservations, shore excursion assistance, general questions and support.

Additional benefits to Club Orange include an enhanced in-stateroom à la carte breakfast dining menu with complimentary premium selections such as steak and eggs or smoked salmon Benedict, a welcome glass of sparkling wine at dinner on embarkation day, premium bathrobe for use in stateroom (and available for purchase and monogramming), and an exclusive Club Orange tote bag.

The cost of Club Orange is \$50 per person per day, and the first and second guest in the same stateroom are both required to purchase the program. Club Orange is included for third and fourth guests in the same stateroom. Club Orange must be purchased prior to cruise departure and is not available for purchase on board.

Once a guest has booked their cruise, they or their travel advisor can add Club Orange by contacting Holland America line Ship Inventory at 1-888-628-8107 or 206-626-7381.

**Editor's Note:** Logo is available at <https://www.cruiseimagelibrary.com/c/hym0vkmc>.

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Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the home page at [hollandamerica.com](http://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, 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 will be delivered in 2021.

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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