



FOR IMMEDIATE RELEASE

HOLLAND AMERICA LINE LAUNCHES ‘STATEROOM DIRECT SERVICE’ PROGRAM ON ALL SAILINGS

New initiative allows guests immediate access to their stateroom upon embarkation

Seattle, Wash., Mar. 2, 2011 – Holland America Line has launched a new Stateroom Direct Service program that simplifies the boarding process by giving guests immediate access to their staterooms upon embarkation.

Under the program, staterooms will be ready as early as 11:30 a.m., and cruisers will no longer have to check their carry-on bags and wait in public areas while their staterooms are being prepared. Additionally, arriving guests will receive their luggage earlier, allowing them more time to unpack and settle into their rooms. Guests also will have the opportunity to enjoy lunch at their leisure in the line’s Lido restaurant, which features a full-service buffet.

“Holland America Line is always seeking new ways to enhance our on-board cruise experience, and through this streamlined boarding process guests can now get into their staterooms earlier and begin enjoying their vacation sooner,” said Richard D. Meadows, CTC, executive vice president, marketing, sales and guest programs. “Stateroom Direct Service creates the best start to a cruise for our guests and sets the precedent for top-notch service to follow.”

The early embarkation initiative is in place on all of the line’s 15 vessels. As part of its on-going fleetwide Signature of Excellence enhancement program, Stateroom Direct Service adds to Holland America Line’s long list of exclusive offerings that allow guests to maximize their premium cruise experience and start enjoying the on-board facilities and amenities as soon as they board the ships.

For more information and cruise fares, contact a professional travel agent, call Pierre Yves Canton, +377-97-702-560, or visit <http://www.thecruisecompany.mc/>