

CLIENT Holland America Line

PROJECT Newsletter

OBJECTIVE

Enhance brand loyalty through ongoing communications with past passengers.

BACKGROUND

First-time Holland America Line passengers are rarely first-time cruisers. On average, Holland America cruisers have taken more than two prior cruises on other lines, and many take more than one cruise per year.

To leverage business from frequent cruisers, Holland America Line created an ongoing communications program to build brand loyalty and offer last-minute discounts to fill cruises that might otherwise sail with empty staterooms.

PROJECT OVERVIEW

This newsletter, the *Mariner*, keeps past passengers informed about new ships and featured destinations. It positions the company as cruise travel experts and includes special offers reserved for Holland America Line alumni.

Past passengers are a significant source of business for Holland America Line. Many cruises, especially those that feature a unique itinerary, sell out quickly once they are announced in the *Mariner*.



See below to read sample pages from this newsletter.

Cover

(Article continues on next spread)



MARINER

PUBLISHED FOR THE ALUMNI OF HOLLAND AMERICA LINE APRIL, 1996

Grand Voyages of Grand Discovery

Travel Around the World with our Flagship, the ss Rotterdam

Rome. Athens. Singapore. Bombay. All are counted among the world's grand cities, each with its own mystery, unique allure, and special beauty.

See the world's grand cities in the grandest of style aboard our award-winning flagship, the ss Rotterdam. She will soon depart on an epic 85-day series of adventures you won't soon forget – the Holland America Line Grand World Voyages. These extended itineraries offer the ultimate cruising experience and a chance to explore new maiden ports of call.

Departing January 23, 1997 from Los Angeles, the Rotterdam will sail west on four

(continued on page 4)

1997 GRAND
WORLD VOYAGES
SS ROTTERDAM

Sample spread #1

(Larger views of these two pages follow)

Four Exotic Grand World Voyages

(continued from page 1)
Grand Voyages that each offer a delightful mix of pleasant days at sea with plenty of opportunities to explore the fascinating cultural diversity of Asia, the Middle East,

Europe, and other exotic destinations.

Ranging from 16 to 23 days each, these Voyages promise to be extraordinary adventures in and of themselves, but you can easily combine one, two, three, or all four Voyages for a longer journey with enough memories to last a lifetime. And you can add a connecting Panama Canal cruise to complete your own circumnavigation of the world.

Extended stays are planned at ports such as Hong Kong,

Bangkok, Singapore, Bombay, Haifa, Rome, and Barcelona. Plus, you can select from a variety of optional pre- and post-cruise tours in many of these cities.

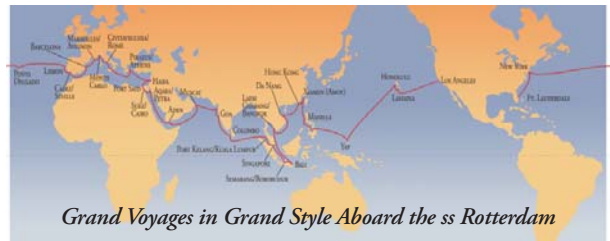
As always, our award-winning flagship ss Rotterdam is the perfect ship for your extended Grand Voyage, offering luxurious comfort and gracious splendor.

Read more about these Grand Voyages below. Then, be sure to claim exclusive Alumni savings of 20% when you book by June 15, 1996.

Exclusive Savings:

20% Alumni discount on all Grand World Voyages when you book by June 15, 1996.

Some restrictions apply. See your Alumni Savings Certificate for complete details.



Grand Voyages in Grand Style Aboard the ss Rotterdam

This January, the ss Rotterdam sails west from Los Angeles for a series of four Grand World Voyages. This is ultimate cruise experience, especially if you add a connecting Panama Canal cruise back to Los Angeles for a complete around-the-world journey.

THE PACIFIC PARADISE VOYAGE

LOS ANGELES TO HONG KONG
DEPARTS JANUARY 23, 1997 - 23 DAYS



Sail to Hawaii and enjoy seven relaxing days at sea amid calm and soothing South Pacific waters. Then we head west on a journey to discover the fascinating cultures of the Philippines and coastal China. End your Voyage in the bustling city of Hong Kong, or remain aboard for the Far East Enchantment Voyage.

FEATURED PORTS OF CALL:

Honolulu, Hawaii • Lahaina, Hawaii
• Yap Islands • Manila, Philippines •
Xiamen (Amoy), China • Hong Kong

THE FAR EAST ENCHANTMENT VOYAGE

HONG KONG TO SINGAPORE
DEPARTS FEBRUARY 16, 1997 - 16 DAYS



Explore ancient mysteries that await in Southeast Asia, with a chance to see both Vietnam and Thailand. Then we cross the Equator on the way to the relaxing island of Bali. The Voyage ends in Singapore, but you can stay with us to witness new wonders on our Asia and Near East Treasures Voyage.

FEATURED PORTS OF CALL:

Da Nang, Vietnam • Laem Chabang/
Bangkok, Thailand • Bali, Indonesia •
Semarang/Borobudur, Indonesia •
Singapore

THE ASIA AND NEAR EAST TREASURES VOYAGE

SINGAPORE TO ROME
DEPARTS MARCH 4, 1997 - 22 DAYS



First we'll sail along the captivating coasts of Malaysia, India and Sri Lanka, and then head to the Middle East. Be sure you're on deck for a breathtaking passage of the Suez Canal on our way to Rome to conclude your Voyage. Or stay aboard for our upcoming Mediterranean and Atlantic Odyssey Voyage.

FEATURED PORTS OF CALL:

Kuala Lumpur, Malaysia • Colombo,
Sri Lanka • Bombay, India • Muscat, Oman
• Aden, Yemen • Aqaba/Petra, Jordan •
Haifa, Israel • Piraeus/Athens, Greece •
Civitavecchia/Rome, Italy

THE MEDITERRANEAN AND ATLANTIC ODYSSEY VOYAGE

ROME TO FT. LAUDERDALE
DEPARTS MARCH 26, 1997 - 23 DAYS



Sail with us along the famed French Riviera, stopping at Monaco on our way Spain and Portugal. Then enjoy a classic trans-Atlantic crossing to Ft. Lauderdale. If you've been with us for all four Grand Voyages, add a connecting Panama Canal cruise to Los Angeles to complete your own around-the-world journey!

FEATURED PORTS OF CALL:

Monte Carlo, Monaco • Marseilles/Avignon,
France • Barcelona, Spain • Lisbon, Portugal
• Ponta Delgada, Azores • New York, New
York • Ft. Lauderdale, Florida

Sample spread #1/left

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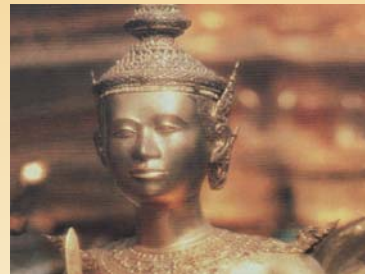
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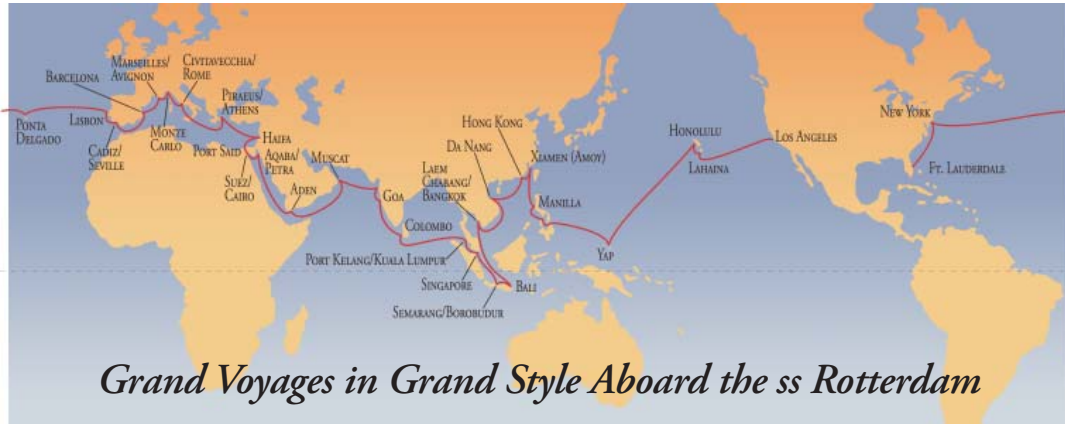


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Semarang/Borobudur, Indonesia ♦
Singapore

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Sample spread #2

(Larger views of these two pages follow)



Explore a delightful tropical paradise that offers something for everyone.

LUCIA

The Wonders of

The moment you step ashore at this magical tropical paradise, you'll be dazzled by the delightful rainbow of color – from the lush green rainforests that hug the mountainsides to the clear azure sea.

That's no surprise when you consider that St. Lucia's national bird is a brightly hued parrot, aptly named the "Saint Lucia Parrot" because of its majestic head of cobalt blue and feathers of rich turquoise and green.

Throughout history, France and England constantly squabbled over this exotic island. It changed hands 14 times during the 17th and 18th centuries alone. In fact, the island was called the "Helen of the West Indies" because it was said to be as desirable as the legendary Helen of Troy.

England eventually prevailed, but St. Lucia still retains a rich French heritage that you can easily see in its unique cuisine, fashion, and culture.

And as a romantic destination, St. Lucia is beyond compare. In fact, each year thousands of couples choose to have their weddings on this beautiful island.

A tour of the enchanting village of Soufriere is a good place to start touring the island. Called the "Jewel in Helen's Crown," this charming fishing port offers something for everyone.

And on the "Queen's Route" tour, you can photograph extinct volcanoes and visit charming Margot Bay where scenes from the movies "Dr. Doolittle" and "Fire Power" were filmed.

Nature lovers can venture further south to the island's famous mountain landmarks, the Pitons. These twin towering peaks rise directly from a bed of coral reefs to soar to more than 2000 feet!

And don't miss a visit to the Diamond Botanical Gardens where you'll be impressed by a rich variety of delightful tropical plants and a stunning nearby waterfall.

Destination: Caribbean

Exclusive Alumni Savings

10-day Bermuda/Caribbean Cruises
Enjoy 15% last-minute alumni savings on two sailings from New York on April 17 and 27, 1996. Time is short, so don't delay.

7- and 10-Day Caribbean Itineraries
Take advantage of savings of up to 35% on Fall 1996 cruises. Savings based on ship and sailing date.

1996 Holiday Cruises
Plan to spend the 1996 holiday season with Holland America Line and save up to 25%. You'll enjoy all the Caribbean has to offer plus festive meals and special celebrations.

Some restrictions apply. See your Alumni Savings Certificate or your travel agent for complete details.


Discover St. Lucia, and its wonderful rainbow of colors for yourself on one of our two 10-day Southern Caribbean Seafarer cruise itineraries.

Choose either our November or December sailing, both of which include a call at Dominica, another pleasant tropical paradise with so much unspoiled beauty, it's known as the "Nature Isle of the Caribbean."

Join us and see for yourself. Contact your travel agent for more details on these sailings.

FROM THE BRIDGE

News of Interest to Holland America Alumni



Continental Sculpture Showcase
This year's Alaska and Orient South Pacific cruise passengers are in for a special treat – a Sculpture Showcase featuring the work of 50 internationally recognized artists. The exhibit, sponsored by Continental Airlines, features more than 100 bronze sculptures incorporating Alaskan and Asian themes.

Let us Know About Special Needs
Most physically challenged passengers can easily be accommodated on all of our ships. A number of staterooms are designated for special access, and we allow service animals such as seeing-eye dogs on board when arrangements are made during booking. If you have special needs, let us know when you book your cruise so we can assure you an enjoyable cruise.

Employee of the Year
Meet Cornelius Meyer, our latest Employee of the Year. As a security officer, Mr. Meyer is respected by coworkers and passengers alike, serving for 34 years to assure that everyone enjoys their stay aboard Holland America Line.

MasterCard® Now Accepted
In addition to Visa® and American Express,® Holland America Line now accepts MasterCard for all shipboard expenses and cruise fares.

More Choices on our Menus
If you're on a restricted diet, prefer kosher or vegetarian foods, or plan to bring an infant on board, Holland America chefs can cater to virtually any request. We offer low-sodium, low-cholesterol, low-fat, vegetarian, and kosher menus, plus freshly prepared baby foods. Just let your travel agent know about specific dietary needs at the time you book.

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Sample spread #2/left



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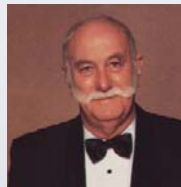
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