

**Client:**  
*Holland America Westours*

**Media:**  
*Sales letter*

**Objective:**  
*Sell Alaska cruises and tours*

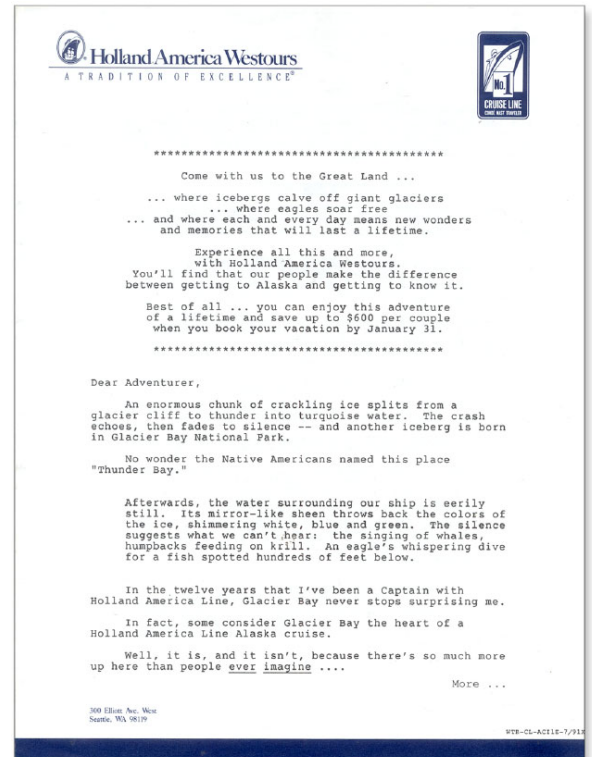
This letter was sent in fulfillment to a request for more information about Alaska travel. In an effort to present the travel experience from a unique perspective, the letter was written "by" the captain of a Holland America ship.

The letter runs for six pages and offers the captain's perspective on Alaska cruising, with stories and testimonials.

You will note that the letter (after the salutation) starts in the middle of a story. I like this approach because it gets the reader more involved than the usual. "Here's why you should travel to Alaska with us."

I don't often get six pages for a marketing letter, so I was pleased to have all that space to tell a story about a fascinating place.

**COPY**



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Come with us to the Great Land ...

... where icebergs calve off giant glaciers

... where eagles soar free

... and where each and every day means new wonders  
and memories that will last a lifetime.

Experience all this and more, with Holland "America Westours.

You'll find that our people make the difference  
between getting to Alaska and getting to know it.

Best of all... you can enjoy this adventure of a lifetime and save  
up to \$600 per couple when you book your vacation by January 31.

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Dear Adventurer,

An enormous chunk of crackling ice splits from a glacier cliff to thunder into turquoise water. The crash echoes, then fades to silence -- and another iceberg is born in Glacier Bay National Park.

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No wonder the Native Americans named this place “Thunder Bay.”

Afterwards, the water surrounding our ship is eerily still. Its mirror-like sheen throws back the colors of the ice, shimmering white, blue and green. The silence suggests what we can’t hear: the singing of whales, humpbacks feeding on krill. An eagle’s whispering dive for a fish spotted hundreds of feet below.

In the twelve years that I’ve been a Captain with Holland America Line, Glacier Bay never stops surprising me.

In fact, some consider Glacier Bay the heart of a Holland America Line Alaska cruise.

Well, it is, and it isn’t, because there’s so much more up here than people ever imagine ....

As my ship navigates the thousand-mile waterway known as the Inside Passage, we’re actually sailing through the huge National Forest of Southeast Alaska. Wildflowers grow right at the edge of glaciers. Snowcapped mountains rise up a stone’s throw from our ship.

“Return of the Eagle”

One of the ports you’ll visit on our Alaska cruise is Ketchikan. In this historic fishing town there’s a large mural that shows the Eagle, Raven and Bear as supernatural powers in native myths.

According to legend, when Eagle and Thunderbird return to earth, the world will be renewed. I like this story, because here in the home of the eagle, I watch people being renewed every day.

*Alaska changes people.* I don’t mean just the relaxation, the new color in their faces, an extra spring in their step, but something inside. The world is suddenly much larger, more beautiful, and more wonderful than ever before.

I’ve seen it happen again and again.

I always enjoy the comments and letters I get from our guests after they discover the wonder of Alaska ...

*“I never thought the mountains would be this close to us!”* a woman laughs in surprise.

One friendly couple from West Virginia wrote me after their Alaska cruise, *“It was truly the best week of our lives. We talk about our cruise still today -- just like it was yesterday.”*

Another couple, from Mt. Morris, Illinois, wrote, *“I would rate the seven days as made in heaven --from the beautiful, sunny weather to the Baked Alaska and salmon!”*

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“Getting there is half the fun!”

Welcome aboard! Because you are sailing aboard the highest-rated ships of Holland America Line, where luxury and comfort are the rule, we like to say that getting to Alaska is half the fun.

It’s my job to make sure you’re at home in a warm and friendly atmosphere on a well-run ship -- where you can relax and enjoy. And I am always happy to see the extra efforts my staff make so you can enjoy your vacation to the utmost.

You might be juggling your binoculars, hamburger and coffee on your way to the Sun Deck for lunch with a friend -- when an observant crew member runs over and carries everything up the stairs for you, without you even having to ask.

Or your dining-room waiter discovers that you’re partial to fruit desserts, so every night you’re offered the evening’s specialty. Or you need extra towels. Want to throw a special party? No problem.

I can heartily recommend the cuisine, the nightly Broadway-style entertainment, and all our shipboard activities, from the well-attended Passport to Fitness activities to the ever-popular Bingo.

From your first step on board, when your cabin steward shows you to your spacious stateroom, to your last evening stroll deck, you’ll find your Holland America cruise to be more relaxing, more elegant, and more interesting than *any cruise you’ve ever taken*.

We take our “Tradition of Excellence@” seriously.

And while people in the rest of the world may serve you because they have to, here we do it because we want to. Tipping is not required on a Holland America ship.

You won’t even have to carry cash for shipboard purchases, because we have an easy-going “cashless society” where you sign as you go and settle up at the end of your cruise in a single transaction.

We pride ourselves so much on exceptional service, that I was delighted when readers of Conde Nast Traveler magazine voted Holland America Line “The World’s Best Cruise Line.” (I agree 100 per cent!!!)

“The best way to see Alaska.”

Not only is a cruise ship the most enjoyable way to explore Alaska, but when you consider that there’s no way but air or sea to get to places like Glacier Bay -- it’s the most practical, too.

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You never have to worry about where to stay... and you unpack only once!

Pull on a pair of comfortable socks and casual shoes and head out for a walking tour of Sitka, once known as the “Paris of the Pacific.” Take off on a scenic flightseeing trip over the spectacular mountains ringing Juneau, and spot mountain goats clambering over the rocks. Try a sports-fishing expedition.

And every evening, return to the comfort of the ship for a leisurely dinner and a show... and perhaps a little dancing in your favorite lounge ... or (my favorite) take a turn on the deck to watch the moonlight cut a glittering track on the waves.

A 7-day Inside Passage cruise with Holland America Line is the classic introduction to Alaska’s diversity. For further exploration, a Glacier Route cruise shows you the beauties of the Inside Passage and the Gulf of Alaska --aboard one of the world’s most famous pleasure ships, our flagship the ss Rotterdam.

Whichever route you choose, you may also want to consider adding a land tour to your cruise. In fact, many of our guests do continue on into Alaska’s magnificent interior -- for a two-in-one adventure we call the “cruisetour.”

Whenever I meet guests coming back from their land tour for the cruise portion of their vacation, they are always very excited about their adventures in Alaska!

A man from New York City shared some stories with me late one evening on deck. He couldn’t believe the immensity, the sheer size of Alaska. The highest skyscrapers didn’t begin to measure up ...

*“Seeing Mt. McKinley closeup in Denali National Park was just awesome. And one of the guides told me Denali is actually bigger than the state of Massachusetts! And it was incredible being so close to all these wild animals -- we even saw a grizzly cub on a hill not far from one photo stop!”*

I am especially proud when I hear that guests find the service on land to be just as commendable as that aboard my ship. One family from Georgia traveling with their children and grandchildren were delighted to discover just how easy and carefree traveling with the whole family could be.

*“I think we liked the lounge coach the best. There was room to stretch out, walk around, and talk with people in the Explorer Lounge.*

*“The landscape changed every time you looked out the window, from glaciers to mountains to forests. My daughter got some impressive wildlife shots at our stops along the way!”*

One woman told me that she had particularly enjoyed the excitement of Dawson City and rail travel aboard the private railcars of the McKinley Explorer:

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*“The shows at Diamond Tooth Gertie’s were better than Vegas, and learning to pan for gold was more thrilling than any game of chance I’ve ever played. I really felt the gold rush fever!*

*“And the McKinley Explorer was just elegant, from the beautiful fresh flowers to the plush decor to the helpful, friendly attendants. The food was better than at any gourmet restaurant in my hometown ...”*

Another favorite experience is the Yukon Wildlife Preserve, where native big-game animals -- Dall sheep, caribou, musk oxen, moose -- roam the 700-acre grounds, and sightings are guaranteed.

In this letter, I can only begin to touch on some of the highlights of these North Country adventures.

The enclosed brochure will give you a more complete overview of the different combinations of cruises and cruisetours you can experience with Holland America.

Your invitation to the Great Land!

As I steer our ship out of Glacier Bay -- on to another part of our Alaskan adventure, I think of all of those who have never experienced the wonders Alaska has to offer.

If you are one of those who has always thought of coming up north, don't wait. Plan to visit with us soon.

Come aboard! Come make new friends. Come challenge your grasp of history. Come surround yourself with the kind of natural beauty that astounds your senses and lifts your spirit. Come experience the vacation of a lifetime.

This year, come with us to Alaska, the Last Frontier. We look forward to welcoming you on board!

Sincerely,

Captain W.H. Eulderink  
HOLLAND AMERICA WESTOURS

P.S. I haven't mentioned all of the dozens of itineraries we offer in Alaska, the Canadian Rockies, and Canada's Yukon. Your travel agent can help you plan one that suits you -- and can help you save up to \$600 per couple if you book by January 31.