

Client:
Holland America Line

Media:
Newsletter

Objective:
*Build customer relationships
and enhance loyalty*

First-time Holland America Line passengers are rarely first-time cruisers. On average, Holland America cruisers have taken more than two cruises on other lines before sailing on Holland America. Many cruise with the line year after year.

To build customer loyalty, a regular newsletter is sent to past passengers. This newsletter, *Mariner*, keeps past passengers informed about new ships and destinations – and features special offers available only to Holland America alumni.

Past passengers are a significant source of business for Holland America Line. Many cruises, particularly expensive ones, sell out quickly after they are announced in the *Mariner*.



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Grand Voyage for the Grande Dame Around the World with the ss Rotterdam

Rome. Athens. Singapore. Bombay.

Each is counted among the world's great cities. Each has its unique allure, each, its special beauty.

Now these grand places of the world can be seen in grand style, aboard the ss Rotterdam, recently named the *Ocean and Cruise News* "Ship of the Year." This year, you can see the world aboard her on the 83-day adventure of a Grand World Voyage.

Departing next January 23 from the Los Angeles, the Rotterdam will wend her way west to call upon a delightful mix of places. Among them are:

- Manila: The cultural center of the Philippines

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- Bali: A beautiful south Pacific paradise
- Aden: The rarely-visited city of Yemen, and gateway to Arabia
- Rome: The “Eternal City”
- ...and many more

For the first time, the gates to tourism have been opened wide in China and Vietnam, paving the way for visits to these formerly forbidden lands. The ss Rotterdam will be the first Holland America ship to call on Da Nang, Vietnam and Xiamen, China.

In addition, maiden calls to remote Yap in the gorgeous islands of Micronesia and exotic Muscat on the Gulf of Oman will also be featured.

The voyage will be enhanced by extended stays in fourteen of the world’s most fascinating ports, including Hong Kong, Singapore, Haifa, Barcelona and Bombay. A selection of optional pre- and post-cruise packages will also be offered.

More details will be announced as they become available. In the meantime, read more about the four Exotic Voyages in the articles below. Watch your *Mariner* for more on these world adventures.

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ms Ryndam: Our Tradition of Excellence Continues with our Dazzling New Ship

The year was 1901. As the Victorian era was coming to an end, thousands of people boarded grand ocean liners for voyages across the Atlantic.

That year, Holland Amerika Lijn introduced a state-of-the-art new ship. This ship, one of the first to carry the majority of her passengers in comfortable tourist class, was christened the ss Ryndam. And in 1901, she joined her sister ship, the Maasdam, as the newest member of the Holland Amerika Lijn fleet.

A lot has changed since 1901, but sometimes history does repeat itself. Because this year, Holland America unveils a new ship that will join her sisters ms Maasdam and ms Statendam as the newest generation of luxury ocean liners.

Ryndam’s Predecessors Sport a Colorful History

The new Ryndam, dedicated last October at Italy’s Fincantieri shipyard, is the third ship to bear this well-known and well-loved name.

The 1901 Ryndam, which carried 39 first class and 842 tourist class passengers, sailed a weekly run

Client:
Holland America Line

Media:
Newsletter

between New York and the Netherlands until 1929, and saw her share of danger.

During World War I, several Holland America ships were targets of German attacks, including the Ryndam. In 1916, three Dutch seamen lost their lives when the Ryndam was torpedoed.

It was not until 1951 that the second Ryndam entered service, built to accommodate the increasing demand for transatlantic service. The Ryndam II, also designed for the tourist class passenger, operated until 1972 before being sold and transformed into the cruise ship Atlas.

Ryndam to Debut with Fall Caribbean Cruises

The new ms Ryndam begins her inaugural season this October 20 with an 11-day Caribbean cruise, embarking from Ft. Lauderdale and featuring such popular Eastern Caribbean ports as Barbados, Aruba and Dominica.

The maiden cruise will be followed by five 10-day inaugural cruises, also in the Eastern Caribbean, sailing October 31, November 10, 20, 30 and December 10 from Ft. Lauderdale. We invite you to become a part of our continuing Tradition of Excellence.

Start planning your cruise now, and help us celebrate this new chapter in Holland America history.

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Last Chance to Save on European Cruises

Alumni have until May 1, to take advantage of an exclusive savings opportunity on European cruises-25 percent savings plus a \$75 Shore Excursion credit.

If you have not yet made your summer vacation plans, consider joining the ms Statendam in Europe for her second cruise season in the Old World. We have twelve great itineraries to choose from, including four back-to-back 12-day sailings in the sunny Mediterranean.

Sailing from August 27 through October 14, these cruises showcase glorious ports in Spain, France, Italy, Monaco, Greece, and Ukraine, among others.

The first of these cruises is the Eastern Mediterranean, which begins in Rome and continues on to the fabled Greek Islands. Among the places featured are Olympia, birthplace of the Olympic Games, and the sparkling isle of Corfu.

A delightfully different Greek odyssey can be found on the next voyage, the Mediterranean & Black Sea

Client:
Holland America Line

Media:
Newsletter

Cruise, sailing September 8. This itinerary begins in Athens and sails first to sunny Ukraine, then on to Greek ports with musical names like Delos, Mykonos, Patmos and Knossos. After a journey through Mediterranean Italy, the cruise ends in Rome.

On the Western Mediterranean cruise, embarking September 20, the Statendam sets sail for different lands—the sun-bathed ports of Italy, Monaco and Southern Spain.

On this itinerary, you can explore the fantastic art and architecture of Barcelona or sip champagne by the sea in Monte Carlo.

Intriguing Iberia awaits those who join the Western Mediterranean & Iberia Cruise, sailing October 2 from Civitavecchia/Rome. The last in our series of Mediterranean sailings, this cruise features places like Ibiza in Spain's Balearic Islands, lovely Gibraltar and romantic Tangier in Morocco.

Like all our European cruises, each of these voyages features a lecture series with a noted historian, retired Colonel James W. Reid, who will present cultural and historical insights that will enhance each European region you visit.

A lively “Salute to the Big Bands,” led by the famous baritone Don Cornell and featuring the music of Duke Ellington, Glenn Miller, the Dorsey brothers and other stars of the 1940s will also be a part of each European cruise.

But, your Alumni savings opportunity ends soon. So don't miss out on the savings! Call your travel agent today to reserve your place on the Statendam this summer.