

Holland America Introduces Advance Online Booking of Shore Excursions on all Cruises

Travel agents who have guests booked on board Holland America Line ships can now provide an extra service by booking their customers' shore excursions and receiving confirmation in advance of sailing via a new booking system on the company's web site: www.hollandamerica.com.

Using their customers' credit card information and booking number, agents can request and pay for shore excursions and receive confirmed tour departures times until 10 days prior to sailing.

Previously, guests could request shore excursions online but could not actually book them and receive confirmation. Now they can do so by using their credit card on the new system. Guests who previously requested tours are encouraged to book on the new system and turn their requests into confirmed bookings with a reference number.

Guests or agents simply go to www.hollandamerica.com, click on "Shore Excursion" and fill out the online request form at the "Book Shore Excursions" line. Example: Field "Booking number" 6JH8MH (as mentioned on the invoice (ID Reederei)), field "Last Name" Mueller.

They can download shore excursion brochures and view tour prices, frequently asked questions and general information. The Web page also includes information about a far-ranging selection of Grand World Voyages Excursions, which are booked through travel agents. All shore excursion requests are processed on a first-come, first-served basis. Shore Excursions are non-commissionable.

Holland America's extensive award-winning program of shore excursions enhances its cruises to Alaska, Asia and Pacific, Africa, Caribbean, Canada/New England, Europe and Baltic, Hawaii, Mexico and South America, plus exotic destinations featured on its Grand World Voyage. For more information, visit www.hollandamerica.com.

About Holland America

Holland America Line has 12 luxury ships sailing to more than 280 ports of call and scenic cruising destinations on all seven continents, including Antarctica. The company is a member of the exclusive World's Leading Cruise Line alliance, which also includes Carnival Cruise Line, Cunard Line, Seabourn Cruise Line, Costa Cruises and Windstar Cruises. Holland America Line is the highest-rated premium cruise line in the world in the 2002 "Travel & Leisure" magazine "World's Best" Awards and among the top three major cruise lines in the 2001 "Condé Nast Traveler" Readers' Choice Awards. The company also has won its tenth consecutive "Best Overall Cruise Value" award from the World Ocean & Cruise Liner Society (WOCLS).