

## Providing Passage to the New World

Holland America Line's first ship was Rotterdam, which sailed its maiden voyage from the Netherlands to New York on Oct. 15, 1872, and led to the founding of the company on April 18, 1873. Rotterdam I sailed this first journey for what would become the Netherlands-American Steamship Company (NASM), a shipping and passenger line, founded in spring 1873. Because it was headquartered in Rotterdam and provided service to the Americas, it later became known as Holland America Line (HAL).

The line was primarily a carrier of immigrants from Europe to the United States until well after the turn of the century, bringing more than two million people to start fresh in the New World.

Though transportation and shipping were the primary sources of revenue, in 1895 the company offered its first vacation cruise. In 1973, the company sold its cargo shipping division. Then, in 1989, HAL became a wholly owned subsidiary of Carnival Corp., the largest cruise company in the world. Today, the premium cruise leader operates 11 ships to seven continents and carries more than 800,000 cruise passengers a year.

OCT. 15, 1872	The company's first ship, the original Rotterdam, departs on its 15-day maiden voyage from the Netherlands to New York City.
APRIL 18, 1873	The official founding date of the Nederlandsch-Amerikaansche Stoomvaart Maatschappij (NASM) in Rotterdam. The company was formed as a result of the reorganization of an earlier company, Plate, Reuchlin & Co.
1882	HAL begins operations from Hoboken, N.J.
1883	The "dam" suffix is adopted for the names of HAL passenger liners.
1888	HAL initiates a short-lived service from Amsterdam to Buenos Aires.
1890	HAL purchases its terminal in Hoboken, N.J.
1895	The 3,300-ton Rotterdam II sails the first HAL cruise — a short summer voyage from Rotterdam to Copenhagen and back — through the Kieler (Kiel) Canal.
JUNE 15, 1896	NASM officially becomes known as Holland Amerika Lijn.
1898	At its 25th anniversary, HAL owns six ships and has carried 90,000 cabin passengers and 400,000 steerage passengers, along with 5 million tons of cargo, mostly flower bulbs, herring and gin.
1880's–1920's	The company is a major carrier of emigrants from Europe to the New World during the massive emigration that takes place from the 1880s to the 1920s. HAL carries more than 10 percent of all those traveling steerage to the New World. Because of its quality and the cleanliness of its ships, HAL becomes known as "The Spotless Fleet."
1900	The company adopts the "dijk," or "dyk," suffix for the names of its cargo ships.
1908	Rotterdam IV enters service as the company's flagship. It is the first ship with an enclosed promenade deck with glass windows, so that the first-class passengers could walk around the decks, even during inclement weather.
1910	The second HAL cruise departs from New York to the Mediterranean and the Holy Land on board the 10,500-ton Statendam I.

1914–1918	<p>World War I sees the loss of six HAL ships and 13 employees. Sitting in a Belfast building dock, Statendam II becomes the British troopship <i>Justicia</i>, which was torpedoed and sunk in 1918.</p> <p>The company resumes business after the war with 10 ships.</p>
1921	<p>HAL builds four passenger/cargo ships — <i>Edam IV</i>, <i>Leerdam II</i>, <i>Maasdam III</i> and <i>Spaarndam II</i> — for service to Cuba.</p>
1921–24	<p>U.S. restrictions reduce immigration to a trickle, impacting transatlantic steamship companies. Though the European liners benefit from Prohibition since U.S. liners were “dry.”</p>
1926	<p>The 14,450-ton <i>Veendam II</i> sails HAL’s first Caribbean cruise. <i>Rijndam I</i> makes the company’s first round-the-world voyage as a floating university. HAL starts to use containers for shipping furniture and other “non-bulk” cargo.</p>
1930	<p>HAL battened down the hatches to weather the Great Depression. Between 1931 and 1933, 12 ships were sold for scrap. HAL offices throughout the world are either closed or consolidated with other Dutch shipping companies. Staff is reduced 34% — from 3,944 to 2,595 — with those remaining taking a 9–10% cut in salary.</p>
1938	<p>HAL’s profits begin to increase again. Transatlantic business grows once more and 36 vacation cruises sailed.</p> <p>The elegant <i>Nieuw Amsterdam II</i> is built as the company’s new flagship.</p>
1939–1945	<p>At the start of World War II, HAL had 25 ships; nine remained at war’s end. 264 employees lost their lives. At the beginning of the war, <i>Westernland</i>, berthed at Falmouth, England, becomes the seat of the Netherlands government. <i>Nieuw Amsterdam</i> sails half a million miles transporting 400,000 troops.</p>
1951	<p>HAL introduces dove-gray livery to the hulls of its passenger vessels. <i>Ryndam II</i> and <i>Maasdam III</i>, the “Economy Twins,” are first ships to allow tourist-class passengers run of the ship and restrict one upper deck to first-class guests only.</p>
1958	<p>The 24,294-ton <i>Statendam IV</i> departs Hoboken terminal on the company’s first Grand World Voyage.</p>
1959	<p><i>Rotterdam V</i> enters service as the company’s new flagship.</p>
1950’s–1960’s	<p>HAL’s advertising slogan is “It’s good to be on a well-run ship.”</p>
1963	<p>Company’s new terminal at Pier 40 in New York begins operation.</p>
1963–66	<p>HAL first operates the <i>Seven Seas</i> — owned by HAL’s German subsidiary, <i>Europa Canada Line</i> — and then <i>Ryndam II</i> on world-wide cruises for students by the California-based “University of the Seven Seas.”</p>
1964	<p>HAL ships made a record 50 voyages to New York and 11 to Montréal, Québec.</p>
1966	<p><i>Statendam IV</i> turns to cruising full time.</p>
MID 1960’s	<p>Freighters undergo a transition from traditional breakbulk to containerization. HAL sells most of its fleet of WWII-era freighters and, with several other lines, organizes Atlantic Container Line.</p>

1967–71	Ryndam II continues world-wide student cruises with Chapman College of Orange, CA, until sold in 1971.
1968	Nieuw Amsterdam II and Rotterdam V join Statendam IV in cruising nearly full time. HAL is the first line to implement the hotel management system on board all ships. HAL also becomes the first line to adopt the multi-selection Lido dining concept.
LATE 1960's	HAL's crews become increasingly international.
1969	Only 13 transatlantic sailings depart. The company re-names its passenger business "Holland America Cruises." The company begins recruiting dining room staff in Indonesia, later setting up a training program at a school in Bandung using actual ship dining settings.
1970	First Indonesian stewards are welcomed on board Ryndam.
1971	HAL replaces the original house flag of "NASM" on the green-and-white striped Rotterdam city flag with an orange flag inset with three swaths of aqua, white and aqua again.
FEBRUARY 1971	HAL buys 1 million shares and controlling interest of the Alaska tour company Westours, paying \$1.25 per share.
SEPTEMBER 1971	The grand Nieuw Amsterdam of 1938, the "Darling of the Dutch," closes out the company's 98 years of transatlantic service and is re-deployed on 10- and 11-day cruises to the West Indies from Port Everglades (Ft. Lauderdale), FL.
1972	HAL enters into a freight service partnership called Combi Line. HAL introduces the current midnight-blue livery to the hulls of its passenger ships. Passenger ships' registration changes to Dutch registry.
1973	HAL purchases the Brasil and Argentina and renames them Volendam II and Veendam III. By this centennial year, HAL has transported 76 million tons of freight between Europe and North America and 4.5 million passengers. During the international oil crisis, the price of marine fuel nearly triples, resulting in Veendam III and Volendam II being laid up and then chartered to Monarch Cruise Lines of Miami.
NOVEMBER 1973	HAL's first purpose-built cruise liner, the 8,566-ton, 452-passenger Prinsendam, enters service, sailing Indonesian cruises from Singapore.
DECEMBER 1973	Nieuw Amsterdam II sails its last cruise.
1975	Prinsendam conducts HAL's first Alaska cruise on the Inside Passage itinerary. The ship sails Alaska in the summer, Indonesia in the fall, winter and spring. Other HAL ships cruise to the Caribbean and Bermuda, with Rotterdam also conducting an annual world cruise. HAL sells its Transport Division — and the last of its cargo vessels. In addition to its cruise business, HAL continues to have holdings in other marine businesses including steel cables, tarpaulins, navigational instruments and ship chandlery.
1976	HAL begins recruiting skilled personnel from the Philippines, first to work in the deck and engine department, then in the kitchens and bars/lounges and the onboard maintenance shops.
1977	HAL buys out the minority shareholders in Westours and takes the company private. Prinsendam is joined by Veendam for the Alaska season.

1978	HAL moves its headquarters from Rotterdam to Stamford, CT.
1980's	HAL introduces another new house flag of orange — the Dutch royalty color — and the blue HAL Half Moon logo in the center.
1981	HAL's service staff training school, ss Jakarta, is established in Jakarta, Indonesia. It is later expanded and renamed ms Nieuw Jakarta in 1983.
1983	Volendam II and Veendam III are sold while the 1,214-guest Nieuw Amsterdam III joins the fleet.
FALL 1983	To save money, HAL moves west to Seattle to consolidate operations with Westours and becomes known as Holland America Line-Westours Inc. Kirk Lanterman, previously president of Westours, takes the helm.
1984	Noordam III, sister-ship to Nieuw Amsterdam III, enters service and joins Rotterdam V cruising Alaska in the summer.
JAN. 17, 1989	Carnival purchases Holland America Line-Westours Inc.
1990	HAL announces a new building program, ordering three (later expanded to four) 1,266-guest ships from Fincantieri shipyards in Italy.
JANUARY 1993	Statendam V enters service and that summer conducts HAL's first European cruise season in approximately 20 years.
MAY 1996	Veendam IV enters service and HAL's fleet grows to eight.
SEPT. 30, 1997	Rotterdam V retires.
NOV. 11, 1997	Company's new flagship, Rotterdam VI, enters service. During inaugural activities, HAL introduces its award-winning private island, Half Moon Cay in the Bahamas. In December 1996, HAL purchased the uninhabited 2,400-acre island of Little San Salvador from several Bahamian owners for \$6 million.
NOV. 12, 1999	63,000-gross-ton, 1,440-guest ship Volendam enters service.
JAN. 28, 2000	Rotterdam makes its first-ever visit by HAL to Antarctica on its Grand World Voyage.
SUMMER 2000	For the first time, HAL deploys three ships in Europe: Noordam, Maasdam and Rotterdam.
OCT. 30, 2000	Amsterdam, sister ship to Rotterdam, sails her maiden voyage. With Amsterdam, HAL introduces its present house flag with three blue and white strips with the HAL Half Moon logo.
SEPT. 30, 2002	Holland America Line-Westours officially changes its name to Holland America Line Inc.
DEC. 14, 2002	First Vista-class ship, Zuiderdam, enters service. The 1,848-guest, 81,769-ton ship is designed to provide a new standard of space, convenience and premium amenities.
JULY 28–30, 2003	HAL celebrates its 130th anniversary in Rotterdam. The festivities include the launch and naming of the new Vista-class Oosterdam by Her Royal Highness Princess Margriet of The Netherlands. Rotterdam joins Oosterdam for events that include past employees, World War II veterans, local dignitaries, and past guests.

APRIL 25, 2004 The Vista-class Westerdam embarks on her maiden voyage from Venice. The 81,769-ton vessel is the third in HAL's history to bear the Westerdam name.

NOV. 20, 2004 Prinsendam cruises up the Amazon River o—the world's second-longest river — on the first-ever cruise there by HAL.

DEC. 4, 2004 Half Moon Cay adds additional enhancements that include a horseback riding and swimming tour, a stingray adventure program, an AquaTrax personal water craft course and a family aqua park.

JAN. 31, 2006 The 81,769-ton, 1,918-passenger Noordam, the fourth ship to bear the name in the line's history, is officially handed over from Fincantieri Shipyard in Marghera, Italy.

FEB. 22, 2006 Actress Marlee Matlin dedicates the new Noordam. It then sets sail on its maiden voyage roundtrip from home port New York City to the Caribbean.

JUNE 6, 2006 Noordam rescues 22 refugees found in waters between Turkey and Greece. The efforts earned the crew recognition from the United Nations, United States Coast Guard, United States Navy and several international refugee organizations.

JUNE 6, 2006 In cooperation with National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service and the National Parks Service, HAL develops and launches the interactive computer-based "Avoiding Whale Strikes" training program. All fleetwide deck officers have taken the award-winning course.

FEB. 28, 2007 HAL opens a new Rotterdam office near the original line's headquarters on Wilhelmina Pier. The new 30-person space houses seagoing hiring, purchasing and sales and marketing divisions.

JULY 16, 2007 HAL launches As You Wish dining, a program that allows guests to choose from either traditional pre-set seating and dining times or a completely flexible dining schedule.

JAN.4, 2008 Amsterdam sails on HAL's 50th Anniversary World Cruise. The 114-day voyage features 39 ports in 29 countries on six continents and circumnavigates the globe.

JULY 1, 2008 Her Majesty Queen Beatrix of the Netherlands names the 2,104-guest Eurodam in a ceremony in Rotterdam in front of the company's original headquarters at Wilhelminakade. The ship sails its maiden voyage on July 5.

OCTOBER 2008 HAL opens a new Culinary Training Program -- designed in cooperation with the Culinary Institute of America -- in Manila, the Philippines. Programs train shipboard culinary staff in meal preparation and mixology, and service staff for front desk/concierge duties.

MAY 14, 2010 In recognition of its measurable efforts to reduce its environmental footprint both at sea and in port, HAL is selected as the 2010 Marine Environmental Business of the Year by the Port of Seattle and the Seattle Propeller Club.

JULY 4, 2010 Her Royal Highness Princess Máxima of the Netherlands names the 2,106-guest Nieuw Amsterdam in a ceremony in Venice, Italy. The fourth HAL ship to bear the name, Nieuw Amsterdam sails its maiden voyage on a 10-day Mediterranean cruise.

- OCT. 12, 2010 HAL creates a Culinary Council to enrich its culinary initiatives and present signature recipes to be featured on all ships. Culinary Council members now include Council Chairman and Holland America Line's Master Chef Rudi Sodamin, along with renowned international chefs Jonnie Boer, David Burke, Kristin Kish, Andy Matsuda, Ethan Stowell and Jacques Torres.
- MARCH 2, 2011 HAL launches an industry-first with Stateroom Direct Service that provides guests immediate access to their staterooms without waiting upon embarkation.
- MAY 21, 2012 U.S. Coast Guard gives another Benkert Award to HAL for the line's comprehensive approach to environmental stewardship. The award is given to members of the marine industry and recognizes outstanding achievements in marine environmental protection that go beyond mere compliance with regulatory standards. HAL has received the award in 2010 and 2012.
- MAY 30, 2012 HAL receives the 2012 Alaska Governor's North Star Award for International Excellence in Tourism for its commitment to promoting Alaska tourism and supporting local vendors.
- APRIL 18, 2013 Holland America Line celebrates its 140th Anniversary and debuts a "Signature Tulip" at Keukenhof Spring Gardens in the Netherlands.
- JAN. 12, 2014 Holland America Line sails its "Dancing with the Stars: At Sea" Championship cruise in partnership with the popular hit ABC television show.
- JAN. 3, 2015 While sailing to Oranjestad, Aruba, Zuiderdam rescues eight crewmembers from the sinking Bahamian inter-island vessel Excalibur.
- MAY 20, 2016 Her Majesty Queen Máxima of the Netherlands officially names Koningsdam in Rotterdam, the Netherlands.
- JUNE 6, 2016 Denali Square opens at McKinley Chalet Resort. Located in the heart of the company's McKinley Chalet Resort, Denali Square provides new dining, entertainment and amenities for Cruisetour guests to Alaska.
- DEC. 22, 2017 Holland America Line's Veendam departs on its historic first cruise to Cuba — a 12-night holiday itinerary — after receiving approval to visit the island.
- FEB. 2, 2019 Dedication ceremony held for Nieuw Statendam at Port Everglades in Fort Lauderdale, Florida. Oprah Winfrey — philanthropist, film star, TV icon, founder and editorial director of O, The Oprah Magazine — is the godmother and officially names the ship in a ceremony on board in World Stage.
- JUNE 2019 Holland America Line opens a new complex at the McKinley Chalet Resort in Denali for Cruisetour guests. The 99-room addition features 55 junior suites with showcase balconies, larger living areas and greater amenities.
- FEB. 4, 2020 On Deck for a Cause — a shipboard giving program that benefits five international cancer organization in the United States, Canada, Australia, Netherlands and United Kingdom — reaches \$6.5 million raised for cancer support. Begun in 2006, nearly half a million guests have participated in the walks.
- APRIL 2, 2020 Zaandam is the final ship to debark guests after Holland America Line pauses cruise operations in March due to the global Covid-19 pandemic. Ships will not cruise again until July 2021.
- JULY 9, 2020 Gustavo (Gus) Antorcha appointed president of Holland America Line.

NOV. 17, 2020	For the 20th year, readers of Porthole cruise magazine name Half Moon Cay as Best Private Island.
DEC. 3, 2020	Holland America Line is named the top pick for Alaska cruises in the 2020 AFAR Travelers' Awards for third time in the award's five-year existence.
APRIL 6, 2021	First annual National Food Faces Day is designated to commemorate the culinary pop art created by Holland America Line's Master Chef Rudi Sodamin, whose birthday is April 6.
JULY 24, 2021	Nieuw Amsterdam is first ship to return to cruising in Seattle, Washington, after the pause in spring 2020 due to the global Covid-19 pandemic.
JULY 30, 2021	New flagship Rotterdam is delivered. Built at Fincantieri's Marghera shipyard in Italy the ship first begins cruising on at trans-Atlantic itinerary departing October 20, 2021.
APRIL 1, 2022	Volendam is chartered to City of Rotterdam until September 14 to house Ukrainian families displaced by conflict in their homeland.
APRIL 9, 2022	Koningsdam is first ship in the industry to return to Canadian cruising following a more than two year industrywide pause due to the COVID-19 pandemic. Koningsdam called at Victoria and then Vancouver a day later.
APRIL 27, 2022	Holland America Line celebrates 75 years of exploring Alaska in 2022. Zuiderdam sails the first cruise of the season from Vancouver, Canada.
APRIL 28, 2022	Holland America Line wins for "Best Beverage Menu" for its newest onboard bar — Half Moon Bar — at the 2022 VIBE Vista Awards that were presented during the VIBE (Very Important Beverage Executives) conference.
MAY 30, 2022	Naming ceremony takes place for Rotterdam in Rotterdam. Her Royal Highness Princess Margriet of the Netherlands is the ship's godmother, carrying on a Dutch royal tradition that began in the 1920s.
JUNE 12, 2022	HAL celebrates the return to operation and service of the final ship in its fleet June 12 in Seattle, Washington. As Westerdam sails a seven-day itinerary to Alaska it will mark the first time all ships in the premium line's fleet are in guest operation since the industrywide pause began in 2020 due to the COVID-19 pandemic.
SEPT. 6, 2022	HAL awarded Responsible Fisheries Management (RFM) certification — making it the first and only cruise line to achieve this distinguished credential by serving only fresh, certified sustainable and traceable wild Alaska seafood. RFM certified all ships that sail to Alaska following an independent audit.
OCT. 15, 2022	Rotterdam departs on a replica of the first Holland America Line sailing in 1872. The event kicks off a yearlong celebration of the line's 150th Anniversary.
DECEMBER 2022	HAL marks the 25th Anniversary of award-winning Half Moon Cay, the line's highest-rated Caribbean port call. Situated on approximately 50 acres, the private island destination was developed according to the guidelines of the International Chamber of Commerce Business Charter for Sustainable Development.

APRIL 18, 2023

Holland America Line celebrated the 150th Anniversary of its founding, marking a century and a half of evolution from the once cargo and passenger line to the full-fledged modern cruise company of today.

SEPT. 20, 2023

Holland America Line launches a new, Global Fresh Fish program fleetwide. The pioneering initiative engages a global network of 60 ports to source and serve 80 types of fresh fish on board in all restaurants, going from port to plate in less than 48 hours.

**Holland America Line has carried more than 12 million passengers throughout its history.**

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