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Holland America Line 150th Anniversary Story Ideas

Holland America Line Marks 150th Anniversary

On April 18, 2023, Holland America Line is celebrating its 150th Anniversary — making it one of the longest-operating travel companies in the world. To commemorate the milestone, the cruise line in the throes of a year of special events and activities, including two commemorative transatlantic crossings. The celebrations kicked off with an Oct. 15, 2022, crossing that recreated Holland America Line's first voyage from Rotterdam, the Netherlands, to New York, New York. The April 6, 2023, crossing from New York will end at Rotterdam April 18, the company's 150th birthday. A special event is planned in Rotterdam at Hotel New York with Her Royal Highness Princess Margriet of the Netherlands with fanfare and memorable moments. Each ship in the fleet will also celebrate the anniversary day.

Holland America Line's Impact on Immigration

Founded in 1873, HAL played an integral role in immigration to the United States and Canada. In fact, it was primarily a carrier of immigrants from Europe to the United States until well after the turn of the century, bringing about two million people to new lives in the New World. Even beyond then, countless hopefuls – including Albert Einstein and Alex and Eddie Van Halen with their parents – made their way to the Americas in search of a new life. Guests directly connected to Holland America Line's immigration story are available for an interview, and historic photos are available at this link: <https://www.cruiseimagelibrary.com/c/ffogszjr>.

Holland America Line Passenger Lists Dating Back to 1900 Available to the Public

Back in 2018, CBG | Center for Family History teamed up with Rotterdam City Archives to start digitizing Holland America Line's passenger lists. These lists are now available on the Rotterdam City Archives website, where anyone can search for a family member who traveled or emigrated with Holland America Line between 1900 and 1969. The oldest preserved list in the database dates to May 3, 1900, beginning with a passenger who left for New York. The last passenger recorded in the database is a traveler who left New Orleans on Dec. 29, 1969. Anyone who is interested in looking up a name in the database can find it [here](#). Instructions on how to use the HAL Archive Site are [here](#).

Menus in Dining Room Serve Dishes from the Past

Through Holland America Line's 150th Anniversary year, one evening on each cruise a special 150th Gala Menu features a memorable collection of dishes, with every option

— from appetizers to desserts — from a previous HAL voyage. The menu is designed to evoke a feeling of days gone by. Additionally, regular dinner menus throughout every voyage showcase a Classic Entrée reminiscent of a dish served as early as the 1920s. Guests can choose from selections including Royal Rib of Beef a la Medicis, Holland Duckling Port Wine Sauce and Artic Char a la Normande. Interviews can be arranged with the culinary team, and images are available of original menus.

150th Anniversary Limited-Edition Pilsner Beer

HAL has introduced a limited-edition Pilsner beer – HAL Pils – made in partnership with Pike Brewing of Seattle that is served on board across the fleet. A Pilsner was selected due to its classic European style and newfound popularity in the craft brewing world. The commemorative can is adorned with the iconic Jan van Beers poster of 1898 showing a woman holding a Holland America Line steamship above her head. Six-packs also are available for purchase in the shipboard shops. An image of the beer can is available at this [link](#).

New Branded ‘De Lijn’ Gin in Honor of 150th Anniversary

HAL debuted a new branded label of gin on board affectionately named De Lijn, a nod to Holland America Line’s roots. Made with a blend of Dutch inspired botanicals, including orange and rose, along with elderberry, lemon verbena, lemon, raspberry and juniper, De Lijn is a premium gin, made in America, inspired by the Netherlands. HAL features the spirit in three new 150th Anniversary cocktails: “Dutch 150,” with De Lijn Gin, lemon juice and sparkling wine; “150th Martini” Classic Martini with De Lijn Gin and Noilly Pratt Dry Vermouth; and “De Lijn Gin and Tonic,” an exclusive drink that blends an assortment of seasonal botanicals such as juniper berries, peppercorns, verbena, star anise, mint and expressed citrus. De Lign is available in all bars and lounges, and bottles are available for purchase in the shipboard shops. Images of the De Lijn gin bottle and cocktails are available at this [link](#).

Partnership with The Statue of Liberty-Ellis Island Foundation

Holland America Line partnered with The Statue of Liberty-Ellis Island Foundation, the 501c3 non-profit organization dedicated to preserving the eponymous landmarks, to celebrate the cruise line’s 150-year journey from immigrant carrier to consumer ocean liner fleet. The partnership features on-board video content across Holland America Line’s entire fleet produced by an Ellis Island researcher, as well as a curated exhibit at Ellis Island detailing the brand’s historical prominence in bringing one in 10 immigrants from Europe to the United States. The exhibit is open through May 2023.

More details on the above stories can be found on the Press Kit drive.

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