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Harvey's Cruise News



2011

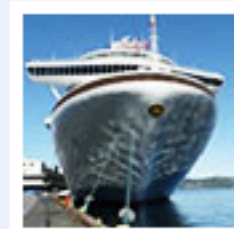
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HAL opens business doors in Australia

14 March 2011



If you wanted confirmation of the growth of the Australian cruise market, a recent announcement by Holland America Line (HAL) has supplied it.

HAL has announced it will soon open a dedicated sales, marketing and reservations office in Sydney, a move that is seen as the "next step" in a strategy to expand the brand internationally.

"To support the increasing sales demands, Holland America will work directly with Australian travel sellers, transitioning from a general sales agent arrangement with Travel the World," HAL confirmed in a statement.

Travel the World is believed to have made Australia the biggest revenue generator for the company outside North America in its 25-year association with HAL.

"We are inspired by the continued demand for cruising in Australia and are confident this model... will be successful in supporting our growth here," said Richard Meadows, HAL's executive vice

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