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NEW WAYS TO EXPLORE ALASKA

Cruise line bolsters expert status and expands itineraries



Holland America has introduced new 'We Are Alaska' branding, to emphasize its expertise and history in Alaska. It has been working there for seven decades, longer than Alaska has been a state. Travelers will have many options to navigate the Alaska landscape during the May-to-September sailings. Along the route, guests benefit from the personal connections the line has nurtured with local communities over so many seasons.

Alaska cruise itineraries with Holland America include seven-, 14- and 21-day journeys, using Vancouver, San Francisco and Seattle as gateways. Ships using Vancouver as a gateway offer Holland America's Land+Sea Journeys, which combine a cruise with a stay at Denali National Park and a visit to the Yukon. New guest accommodation at its Denali operation includes

the McKinley Chalet Resort Hotel and Denali Square: the 99-guest property features standard rooms and 54 junior suites, all with balconies with views of the Alaskan wilderness. Denali Square is a gathering area to relax, shop, dine and enjoy music and entertainment.

During the Inside Passage cruises, a Huna native and park ranger come onboard at Glacier Bay, giving guests a chance to find out local information, hear stories and share cultural experiences.

New this year, guests can book one of three 21-day Ultimate Alaska & Pacific Northwest Adventurer EXC In-Depth Voyages onboard the Maasdam. These unique journeys include world-renowned experts and local scholars who offer immersive Alaskan experiences.

Above: Halibut Cove, Alaska USA

TRAVEL TREND #1

According to U.S. Travel, growth in the hospitality industry is set to continue. Rising disposable incomes mean consumers will continue to spend on travel. Most travelers visit a place because of their own interests, and choose locations known for friendliness.

TRAVEL TREND #2

Studies show that travel improves emotional well-being, leading to overall better health. Despite this, the average U.S. worker uses only 10 of their 14 vacation days.



BE ENCHANTED

Princess Cruises is debuting another of its Royal-class ships with the launch of Enchanted Princess, setting sail in Europe in 2020. Sky Suites guests will enjoy a 700-square-foot balcony, the line's largest at sea. All staterooms include the Princess Luxury Bed, designed in collaboration with sleep expert Dr Michael Breus.



EXPLORE HONG KONG

Pleasant Holidays, and its luxury brand Journese, have expanded their Japanese and Asia offerings, with guests able to create a multi-destination package featuring Japan and Hong Kong. Travel agents can also book a variety of commissionable Hong Kong sightseeing excursions.

ART AT SEA

Award-winning Spanish artist Eduardo Arranz-Bravo has created hull artwork for the fourth and final ship in Norwegian Cruise Line's Breakaway-Plus class, Norwegian Encore. Arranz-Bravo's design features a vibrant, colorful pattern inspired by his life by the sea in Barcelona. Norwegian Encore will cruise out of Miami following her unveiling in November.



TRAVEL FACTS

73%

of boomer travelers notice post-trip health benefits, including better sleep and increased productivity. (source: AARP.org)

74%

of domestic U.S. trips are for leisure, including visiting relatives and shopping. (source: U.S. Travel)