

Dufry contract seals 15-ship duty free presence with Holland America Line

Dufry Group will now operate duty free services onboard all of Holland America Line's ships after signing an extra contract for its remaining six vessels.

The five-year agreement adds more than 1,500sq m of retail space, meaning the globe's biggest travel retailer is now visible fleet-wide on the lines 15 ships – including the latest Nieuw Statendam launched in December – with more than 3,500sq m of retail space.

It consolidates **a contract signed last year** for eight Holland America Line vessels.

In a statement, Dufry Divisional Chief Executive Officer Central and South America for Dufry René Riedi called the achievement a 'milestone' in **Dufry Cruise Services'** strategy to grow in the global cruise market, one he calls 'a promising channel in terms of passenger growth and retail opportunities.

Passengers will be able to peruse a 'comprehensive' duty free offer, from perfumes & cosmetics and spirits, to watches, accessories and confectionery from leading international labels.

DESTINATION MERCHANDISE

Holland America Line logo merchandise and local and cruise ship-branded souvenirs supplement the assortment.

Kelli Coleman, Onboard Revenue Vice President, Holland America Group added: We are thrilled to expand our partnership with Dufry Cruise Services by adding six vessels including our new ship Nieuw Statendam.

The Carnival Corporation subsidiary provides more than 500 itineraries a year to seven continents, including the Caribbean, Alaska, Europe, Mexico, South America, the Panama Canal, Australia, New Zealand, Asia and Antarctica.



**The Nieuw Statendam ship joins Dufrys stable as part of the fleet-wide agreement.
Source: Holland America Line.**