



ROTTERDAM (VI)

INTRODUCTION

Holland America Line was founded on 18 April 1873 as the Netherlands-America Steamship Company (NASM). Headquartered in Rotterdam and providing service to the Americas, it became known as the Holland-America Line (HAL). The carrier evolved out of an earlier company named Plate, Reuchlin & Co. Its first ship was the original 'Rotterdam' (I), which sailed for its 15-day maiden voyage from Rotterdam to New York on 15 October 1872. The suffix 'dam' was adopted for HAL's passenger liners in 1883. Later on the suffix 'dijk' (dike) was chosen for the cargo ships.



SS 'Rotterdam' (I).

HAL, A SHORT HISTORY

In 1895, the company offers its first vacation cruise using the second 'Rotterdam'. 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. The company is a major carrier of emigrants during the massive migration efflux from Europe to the New World which occurs from the 1880s to the 1920s. HAL carries more than 10 per cent of all those traveling steerage to America. Because of its quality and the cleanliness of its ships, HAL earns the



sobriquet 'The Spotless Fleet'. In 1908, SS 'Rotterdam' (IV) enters service as the company's flagship.

World War I, in which the Netherlands remains neutral, sees the loss of six HAL ships and the death of 13 employees nonetheless. 'Statendam' (II) is taken over in its Belfast building dock by the British for use as the troopship 'Justicia', which is torpedoed and sunk in 1918. The company resumes business after the war with a fleet of ten ships. 'Statendam' (III), the only HAL passenger liner boasting three funnels, is introduced in 1929 after a construction time of almost eight years in North Ireland and Holland.

House flag

From its foundation in 1873, Holland America Line has used six different house flags. On top, the original NASM house flag, based on the green and white striped flag of the city of Rotterdam.

After 98 years the original flag was replaced in 1971 with an orange flag inset with three swaths of aqua, white and aqua again. With the introduction of 'Nieuw Amsterdam' (III) in 1983 the orange flag was replaced with a white flag with three swaths of aqua, black and aqua.

This lasted for only a few years, as 1986 saw the introduction of another flag of orange, the Dutch national colour, now with the blue Holland America Line logo showing Henry Hudson's ship 'Halve Maen' (Half Moon). The second to last house flag, with the logo on bands of blue, white and blue, was introduced with the dedication of 'Amsterdam' (III), a sister ship to 'Rotterdam' (VI), on 30 October 2000.

On 1 January 2016 a refreshed logo (without the Halve Maen), a new house flag (blue with the new Holland America logo in the center) and a new slogan ("Savor the Journey") was introduced.



From 1931, HAL battens down the hatches to weather the Great Depression. Twelve ships are sold for scrap. HAL offices throughout Europe and the USA are either closed or consolidated with those of other Dutch shipping companies. In 1938, HAL's fortunes start to rise again. Transatlantic business is on the increase, and 36 vacation cruises sail. In the same year, the elegant 'Nieuw Amsterdam' (II) enters service as the company's new flagship. At the outbreak of World War II, HAL has 25 ships. Only nine remain at the war's end, and 264 employees have lost their lives. 'Nieuw Amsterdam' sails half a million miles as an Allied troopship, transporting 400,000 soldiers.



The "Darling of the Dutch"; the 'Nieuw Amsterdam' (II).

In 1951, HAL introduces a dove grey livery to the hulls of its passenger vessels. 'Ryndam' (II) and 'Maasdam' (III), the so-called 'Economy Twins', are the first ships to allow tourist class passengers run of the ship, restricting one upper deck to first class guests only. 24,294-ton 'Statendam' (IV) is introduced six years later, and makes the company's first Grand World Voyage in 1958. In 1959, the 'fifth 'Rotterdam' enters service as the company's new flagship. 'It's good to be on a well-run ship' is HAL's advertising slogan at the time.

In the 1960s, freighting undergoes a transition from traditional break bulk to containerization. HAL sells most of its WWII era freighters and, with several other lines, organizes Atlantic Container Line. In 1966, 'Statendam' (IV) turns to cruising full-time, and 'Nieuw Amsterdam' (II) and 'Rotterdam' (V) are also cruising nearly full-time by 1968.

In 1969, the company renames its passenger business Holland America Cruises, and begins recruiting dining room staff in Indonesia. In 1971, HAL buys a controlling interest in the Alaskan tour company Westours. At the end of September 1971 the grand 'Nieuw Amsterdam' of 1938, the 'Darling of the Dutch', completes the company's 98 years of passenger services across the Atlantic. The ship is redeployed on ten-day cruises into the Caribbean from Fort Lauderdale, Florida.

In 1972, the company introduces the current midnight blue livery on the hulls of its cruise vessels. By its centennial year 1973, HAL has transported 4,5 million passengers, and 76 million tons of freight between Europe and North America. In this year, the liners 'Brasil' and 'Argentina' are purchased from the American Moore-McCormack Line, and renamed 'Volendam' (II) and 'Veendam' (III). Also in 1973 HAL's first purpose-built cruise liner, the 8,566-ton 'Prinsendam' enters service, undertaking cruises in the Indonesian archipelago from Singapore. Meanwhile 'Nieuw Amsterdam' (II) is retired. In 1975, 'Prinsendam' makes HAL's first Alaskan cruise on the Inside Passage itinerary. The ship operates in Alaska in summer, and in Indonesia in fall, winter and spring.

Other HAL ships cruise to the Caribbean and Bermuda, with 'Rotterdam' (V) additionally 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 stakes in manufacturers of maritime products, including steel cables, tarpaulins, navigational instruments and ship chandlery. In 1978 the company's headquarters is moved from Rotterdam to Stamford, Connecticut. In order to save money, HAL moves west to Seattle in 1983, consolidating operations with Westours as Holland America Line-Westours Inc. Kirk Lanterman, previously president of Westours, takes the helm.



'Statendam' (IV).



In 1983, 'Volendam' (II) and 'Veendam' (III) are sold, while the French-built, 1,214-passenger 'Nieuw Amsterdam' (III) joins the fleet. Sister ship 'Noordam' (III) is added in the following year, joining 'Rotterdam' (V) on Alaskan cruising in summer. 1989 sees the addition of 'Westerdam', bringing HAL's fleet to four luxury liners.

Meanwhile, in a surprise move, Carnival Corporation purchases Holland America Line-Westours for 625 million dollars in January 1989. Under the Carnival umbrella, HAL embarks on a major shipbuilding program in 1990 when it announces an order for three (later expanded to four) 1,266-passenger ships from the Italian Fincantieri shipyard. Between 1993 and 1996 these vessels enter service as 'Statendam' (V), 'Maasdam' (V), 'Ryndam' (III) and 'Veendam' (IV). In September 1997 the venerable 'Rotterdam' (V) is retired and

Departure of the 'Ryndam' (III) from Rotterdam with on the left the 'Rotterdam' (VI).

replaced by the company's new flagship, 'Rotterdam' (VI) - the subject of this book.

After 'Rotterdam' (VI), Fincantieri delivers another three cruise vessels in the same class, named 'Volendam' (III), 'Zaandam' (III) and 'Amsterdam' (III).

Meanwhile, 'Westerdam' (II), 'Nieuw Amsterdam' (III) and 'Noordam' (III) are sold, and HAL signs with Fincantieri for another four ships in the 81,769-ton Vista class which enter service from 2002.

In the same year, 'Prinsendam' (II) (formerly 'Seabourn Sun' and 'Royal Viking Sun') joins the fleet, marketed as the 'Elegant Explorer', and the name Holland America Line-Westours officially reverts to Holland America Line.

In the summer of 2003, the company celebrates its 130th anniversary year in Rotterdam. Festivities include the christening of the second Vista-class ship, 'Oosterdam', by Princess Margriet of the Netherlands. 'Rotterdam' (VI) joins 'Oosterdam' in her namesake port for the celebrations.

In the meantime Mr. Stein Kruse succeeds Mr. Kirk Lanterman as CEO for Holland America Line. In 2008 the HAL introduced the 'Eurodam' and in 2010 her sistership the 'Nieuw Amsterdam' (IV). After an internal reorganisation Mr. Orlando Ashford was appointed as president of the HAL from 1 December 2014. Mr. Kruse became president and CEO for the Holland America Group (HAL+Seabourn+Princess Cruises). In November 2015 the 'Statendam' (V) and 'Ryndam' (III) were transferred to P&O Cruises (Australia) to become 'Pacific Eden' and 'Pacific Aria'. Finally the new flagship 'Koningsdam' was introduced in April 2016. Company's largest vessel ever was named by Her Majesty Queen Maxima of the Netherlands on 20 May 2016 in home port Rotterdam.

