

# Dufry inks major deal to operate all ships on Holland America Line

By **Hibah Noor** on May, 3 2019 | Retailers



In an important milestone for its cruise business, Dufry has signed an additional contract to operate duty free shops onboard six new Holland America Line ships.

Dufry will now operate duty free shops onboard the entire 15-strong fleet, which covers all major tourist routes in the world.

Following the contract signed in 2018, Dufry and Holland America Line have strengthened their partnership with the new five-year agreement to operate duty free shops onboard six new ships, adding more than 1,500 square meters of retail space.

Dufry will be present on all 15 ships of Holland America's fleet with more than 3,500 square meters of retail space, including the Nieuw Statendam, its most recent ship launched last December.

The duty free assortment will include the traditional product categories, such as perfumes and cosmetics, spirits, watches, accessories and confectionery from leading brands across the world.

The offer will also include Holland America Line logo merchandise and local and cruise ship-branded souvenirs, designed to create a sense of place for passengers.

Holland America Line offers more than 500 sailings a year visiting all seven continents, including popular cruise destinations across the Caribbean, Alaska, Europe, Mexico, South America, the Panama Canal, Australia, New Zealand, Asia and Antarctica.

This achievement reinforces Dufry Cruise Services' position as one of the most dynamic and strongest players in the cruise channel, which holds potential growth opportunities, the Swiss-based operator said. According to the Cruise Lines International Association, the industry is expected to grow +6% in 2019, with an estimated 30 million travelers.

René Riedi, Divisional Chief Executive Officer Central and South America for Dufry, said: "We are very pleased with this additional agreement signed, which consolidates our successful partnership with Holland America Line. It represents an important milestone in our strategy to grow in the travel retail cruise market, a promising channel in terms of passenger growth and retail opportunities. We would like to thank Holland America Line for the partnership and for the trust in us to deliver a world-class experience to travelers."

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."