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Holland America Line Promotes Michelle Sutter to Vice President of North American Sales

Seattle, Wash., Dec. 18, 2020 — Holland America Line has promoted Michelle Sutter to vice president of North American sales. In this role, the 20-year travel industry veteran will oversee strategic accounts, national accounts, charter and incentives, and field sales.

Sutter will report to Holland America Line President Gus Antorcha.

“Michelle holds the respect of the trade community and is a results-oriented leader with the ability to drive our sales efforts with passion, dedication and knowledge,” said Antorcha. “As a member of our leadership team, Michelle has pioneered a number of culture-changing initiatives within sales that have contributed to the onward success of Holland America Line. I look forward to charting a successful path with Michelle and our travel advisor community.”

Most recently Sutter was senior director of sales for Holland America Line where she led the national accounts and field sales teams in supporting the growth of North American travel partners. Her career in the travel industry began as a shipboard translator and as one of the industry's first future cruise consultants. In 2013 she joined Holland America Line for the first time as a business development manager.

Her return to Holland America Line in 2017 is preceded by a director role with Carnival Corporation's Fathom brand where she engaged in her passion for social impact while supporting business development and trade marketing.

Sutter is an ICF certified Leadership and Career Coach, which supports her deep-rooted desire to make a positive difference in the lives of others through mentoring and personal coaching.

Travel advisors can connect with their BDM and the sales team through [GoHAL.com](https://www.go-hal.com) or by emailing sales@hollandamerica.com. Holland America Line's sales team is active on [Facebook](#), [Twitter](#) and [LinkedIn](#). For more information, call 1-800-426-0327.

Editor's note: Photo is available at <https://www.cruiseimagelibrary.com/c/5dv21dcz>.

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About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line has been exploring the world since 1873 and was the first cruise line to offer adventures to Alaska and the Yukon more than 70 years ago. Its fleet of premium ships visits more than 470 ports in 98 countries around the world, offering an ideal mid-sized ship experience. A third Pinnacle-class ship, *Rotterdam*, is under construction and will join the fleet in July 2021.

The leader in premium cruising, Holland America Line's ships feature innovative initiatives and a diverse range of enriching experiences focused on destination exploration and personalized travel. The best live music at sea fills each evening at Music Walk, and dining venues feature exclusive selections from Holland America Line's esteemed Culinary Council, comprising world-famous chefs.

In light of COVID-19, Holland America Line is currently enhancing health and safety protocols and how they may impact future cruises. Our actual offerings may vary from what is displayed or described in marketing materials. Review our current [Cruise Updates](#), [Health & Safety Protocols](#) and [CDC Travel Advisories](#).

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