

## **Goodwin gets promotion**

Holland America Line has promoted Paul Goodwin to executive vice president, onboard revenue, planning, port operations and tours.

Goodwin is an integral part of the Alaska cruise industry and a board member of the Alaska Travel Industry Association. He was recently elected as chairman of the Alaska Cruise Association board of directors.

Goodwin directs the development and implementation of Holland America's onboard revenue, including shore excursions, beverage operations, retail services, spas and salons, casino operations and other revenue outlets. He also is responsible for worldwide pre- and post-tours and shore operations and has previously held responsibility for Holland America's Alaska land operations, including Westmark Hotels and Gray Line of Alaska.

With the new title, Goodwin will add responsibility for planning, deployment and port operations for all Holland America and Seabourn ships. Additionally, Goodwin will hold marketing responsibility for Holland America's Alaska and Yukon land and tour programs as well as oversight of the company's Caribbean relations and award-winning private Caribbean island, Half Moon Cay.

Goodwin will continue to report directly to Stein Kruse, president and chief executive officer, and will also work closely with the Seabourn brand management team.

"Paul has proven his leadership ability in controlling costs and maximizing revenues from our onboard and Alaska operations at Holland America Line, and we expect he will produce similar results in these new areas and with Seabourn," said Kruse. "I am confident that his 30 years of experience in the cruise industry will help ensure an effective transition of these new responsibilities."

Prior to joining Holland America in December 2003, Goodwin served in a number of executive roles with Radisson Seven Seas Cruises, including

vice president, pricing and planning. He also was director of passenger services at Seven Seas Cruise Line. Goodwin began his career with Holland America in the early 1980s as manager of the Vancouver operation.

Goodwin graduated from the University of British Columbia in Vancouver with a bachelor's degree in 1983 and lives in Woodinville, Wash., with his wife and three children.