



THE HOLLAND AMERICA LINE TRADE PROMISE

OUR PROMISE TO YOU

We're dedicated to being your reliable,
responsive and easy-to-work with partner.

When your clients experience Holland America Line's
classic style and enriching journeys, we
create mutual customers for life.

We're here for you, and with nearly 145 years of seafaring experience, everything we do is with the knowledge that we are stewards of one of the most experienced and respected cruise lines at sea. The result: a thoughtfulness in our actions and support for you that is focused on the long term and delivers one of the industry's highest repeat guest rates.

PartnerSHIPS™
COMMITTED TO YOUR SUCCESS


Holland America Line®
SAVOR THE JOURNEY

WE ARE COMMITTED TO:

A Dedicated Sales Leadership Team

We strive to provide you with the support, resources and partnership you need to sell and service your clients with confidence and maximize your sales efforts. We are constantly looking at opportunities that foster ease of doing business together. To better support the unique business models that require personalization and customization we have dedicated teams to work with you: Strategic Accounts, Field Sales, National Accounts, Charter & Incentives and Trade Communications & Engagement. The combined talent and experience of these teams means a collaborative approach that translates into strong relationships, exceptional support and positive results for our travel partners.

Enhancing Your Education and Training

We've dedicated more resources to tools and programs designed to deepen your knowledge of Holland America Line products and cruising. New Specialist and Core training courses in Holland America Line Academy will establish you as an expert in our products, services and brand positioning, while our annual North America PartnerSHIPS Seminar Series is designed to come directly to you with all the latest initiatives and enhancements across our fleet. Onboard experiences, exclusive in-office training and travel agent appreciation fares are also part of our commitment to your education and training.

Marketing Tools For Your Success

Your one-stop shop for marketing tools created exclusively to help you grow your business is GoHAL.com. Learn about current promotions, product announcements, fleet enhancements, upcoming trade events and tips to help you better sell Holland America Line. From the Promo Toolkit where you can design your own ads, flyers and emails to our new Destination Selling Guides and Deck Plan Reference Guides, you can count on GoHAL.com to be your daily resource. Use it to access POLAR Online, Holland America Line Academy and thousands of images to support your marketing efforts.

Programs That Support Your Sales Success

- GAP (Group Advantage Program) Group Benefits and Amenities
- Promo Toolkit Customized Sales Tools
- Connections Program for Small Affinity Groups
- On Stage Alaska and On Stage Cuba & Half Moon Cay Live Events and Webinars
- Cruise Night Sale Promotions
- Flight Ease® Air Travel Program
- Travel Partner Training In-office and Webinars
- PartnerSHIPS Seminars throughout North America Cities
- Holland America Line Academy and Destination Specialist Training Courses
- PartnerSHIPS E-newsletter
- POLAR Online Booking Engine
- GoHAL.com Dedicated Travel Partner Website
- FAM Cruises