

Holland America Line Academy

Holland America Line Academy is an interactive online training program designed to help travel professionals expand and grow their premium cruise business. Travel professionals consistently report that our courses are a valuable tool for professional and personal growth — which is why our program was honored with a Gold at the 2017 *Travel Weekly* Magellan Awards.

Exciting News!

Holland America Line Academy is moving to a new platform to provide travel professionals with an enhanced training experience and new Silver, Gold and Platinum reward levels. The new platform will allow us to grow the training program by offering rewards at each level to encourage travel professionals to complete more courses. Agency Owners will be able to register travel professionals within their agency, track their progress and earn agency rewards based on the highest level achieved by a travel professional in their agency.

All travel professionals must complete a one-time registration (see under “Registration” for details). After completing the registration, every time they sign in to GoHAL.com they will have easy access to their Holland America Line Academy dashboard without having to enter another user name or password.

Launch date for U.S. and Canadian travel professionals: July 31, 2018

COURSES

Silver level – Complete all four NEW! Core Courses	101: The Holland America Line Difference 102: Destinations & Itinerary Planning 103: Selling Groups 104: Secrets of Sales Success
Gold level – Select and complete two Specialist Courses Platinum level – Select and complete three Specialist Courses	<ul style="list-style-type: none">• Alaska & The Yukon: The Great Land = Great Sales for You• The Panama Canal and More• Selling and Sailing in the Mediterranean• Grand Voyages: Oceans Traveled, Journeys Savored, Dreams Fulfilled• NEW! Northern Europe: Its Iconic Cities, Hidden Gems and Scenic Beauty*
What is the average time it takes to complete the courses?	Training is self-paced so time to complete courses typically depends on the experience of the travel professional. Core Courses (all four): 6-8 hours. Specialist Courses: 20-30 minutes each.
Will new courses be added?	New Specialist Courses will launch in 2018: <ul style="list-style-type: none">• Caribbean and Cuba• Asia• Australia and New Zealand
What differentiates Holland America Line Academy training offer by other lines?	The training program offers practical tools, useful tips and insider information that travel professionals can use to help expand and grow their premium cruise business.

* NEW! Specialist Course for Northern Europe. “Northern Europe: Its Iconic Cities, Hidden Gems and Scenic Beauty”. The goal of our new Specialist Course is to help travel professionals sell our Northern Europe cruises successfully and with confidence. By the end of the 20-minute course travel professionals will gain valuable insights into the destination such as being able to identify their best prospects for a Holland America Line Northern Europe cruise and leverage Holland America Line advantages to reinforce their Holland America Line Northern Europe recommendation. Completing the course earns travel professionals educational credits, redeemable when the Gold or Platinum level has been reached: three CLIA credits toward ACC or MCC, two continuing education credits with The Travel Institute (U.S.) or four ACTA credits (Canada).

REWARDS

Travel Professional Rewards

	Silver	Gold	Platinum
Online diploma	x	x	x
PartnerSHIPS eNewsletter	x	x	x
Personalized printed diploma	x	-	-
Lapel pin	x	-	-
Luggage tag	x	-	-
Email signature logo	x	x	x
CLIA credits toward ACC or MCC	10 (total)	16 (total)	25 (total)
Travel Institute credits (U.S. only)	8 (total)	12 (total)	18 (total)
ACTA credits (Canada only)	12 (total)	20 (total)	32 (total)
US\$50 shipboard credit on travel professional appreciation or full fare	x	x	x
Welcome aboard letter	x	x	x
Personal call from the ship's Dining Room Manager	-	x	x
Priority boarding	-	-	x

Plus by completing all four Core Courses and achieving the Holland America Line Academy Silver level, travel professionals will be automatically entered into a monthly drawing through September 2018 for a chance to win a Holland America Line Swag Bag and a sweepstakes grand prize of a 2019 7-day cruise for the winner and a guest on *Nieuw Statendam*.

REGISTRATION

How do travel professionals register for Holland America Line Academy?	Access Holland America Line Academy in Four Easy Steps 1. Go to GoHAL.com or type "gohal.com" in your browser 2. Sign in to GoHAL.com using your POLAR Online credentials 3. Click the Holland America Line Academy graphic on the home page 4. Follow the prompts to register for Holland America Line Academy
Can travel professionals access Holland America Line Academy without logging in to GoHAL.com?	The new platform is tied to the POLAR Online login so POLAR Online credentials must be used.
Can travel professionals use their Holland America Line Academy login to access Holland America Line Academy after the new platform launches?	See above. The prior Holland America Line Academy user name and password are no longer valid.
What happens if a travel professional goes to halacademy.com?	They will see a page advising that Holland America Line Academy is transitioning to a new location to provide an enhanced training experience and new Silver, Gold and Platinum reward levels. A link to GoHAL.com will be provided along with the registration steps (four steps above).

CLAIMING REWARDS

How do travel professionals apply for their Silver/Gold/Platinum \$50 shipboard credit and onboard rewards?	Complete the Travel Professional Application Form. A PDF download is available on Holland America Line Academy's "Rewards" page. The form is also available at GoHAL.com under the "Book" menu.
Do travel professionals need to do anything to get their Silver level graduation personalized printed certificate, lapel pin and luggage tag?	The package will automatically be mailed to the address on record. Please allow 10 business days for processing and shipping.
How do travel professionals claim educational credits?	Travel professionals must submit their Holland America Line Academy Silver, Gold and Platinum level certificate to the organization. They can learn more about certification, by going to: -cruising.org for CLIA -thetravelinstitute.com for The Travel Institute -acta.ca for ACTA

TECHNICAL

What platform is the training program on?	Holland America Group and Princess Cruises developed the new platform for Holland America Line Academy using OneSource Princess Academy technology. The navigation will be familiar to travel professionals who have completed Princess Academy or Cunard Academy. Note: Holland America Line Academy will not be on the same website as Princess and Cunard Academies. It will be at GoHAL.com.
What programs, systems and/or technology are required to access the training?	Holland America Line Academy supports all devices and browsers. Must allow YouTube viewing for essential training video instruction.
Are all training modules easy for travel professionals to resume at any time?	Yes, travel professionals can leave at any time. When they return the course will resume from where they left off.

STAFF TRAINING

Will reservations staff will be able to take the courses?	To take the training employees will need to register in Holland America Line Academy which will require them to use the newly created “fake” agency ID: DIRHALRS, PID 00128893. Once registered they would need to go to GoHAL.com, click the “Holland America line Academy” graphic on the home page where they would be able to access the courses.
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TRAVEL PROFESSIONAL Q&A

I’m already enrolled with Holland America Line Academy why do I have to re-register?	Re-registering with Holland America Line is a one-time process. After you have registered the next time you login to GoHAL.com you can go directly to your Holland America Line Academy dashboard without having to log in again.
Why are the courses that I have already taken not showing up on my?	You will get credit for the NEW! Core Courses (taken after September 2017) and the Specialist Courses. Courses completed on the previous Holland America Line Academy can be transferred by using the Transfer Tool. Travel professionals enter their name and email address and the completed courses will be transferred. Core Courses and Specialist Courses must be transferred separately.
I did not complete the Core Courses but I completed some of the Specialist Courses. What do I do?	You must now take the Core Courses (Silver level) before you can reach the Gold level where the Specialist Courses are offered. Upon completing the Silver level, use the Transfer Tool to transfer the Specialist Courses. Therefore, if you have already taken Specialist Courses please complete the Core Courses.
I was half way through a course and now I can’t access the website. What do I do?	Login to GoHAL.com and register for Holland America Line Academy. You can take new courses, and you will get credit for any courses that you completed but if you did not complete the course (and pass the exam) regrettably, you will have to start the course again.
My agency doesn’t have a POLAR Online ID and I want to do the training. What can I do?	Ask your agency manager to register your agency for POLAR Online. Go to GoHAL.com. There is a “Register Your Agency” button under the login area on the home page. In addition to accessing the training at GoHAL.com you will also have access to sales and promotional tools, travel professional information (including Travel Professional Appreciation Fares) and be able to book new and manage existing reservations through POLAR Online.
I am a Holland America Line graduate what is my status now?	If you completed the NEW! Core Courses and no Specialist Courses you are a Silver level graduate. If you completed the NEW! Core Courses and some Specialist Courses you will be a Gold level graduate. Complete all the Specialist Courses, including the NEW! Northern Europe course and you will be a Platinum level graduate!
What are the features of the current rewards?	Rewards features include: -Silver, Gold and Platinum level rewards <u>do not require active bookings</u> , you are rewarded simply for training -Onboard rewards are offered <u>every time</u> you sail on a travel professional appreciation fare or full fare -Earn credits with CLIA and The Travel Institute or ACTA at all levels -Agency Manager rewards based on the top level achieved within the agency <i>As new courses are introduced another level will be added with more rewards.</i>


I am an agency owner/manager, what are the advantages for me?	<ul style="list-style-type: none"> -Track the progress of your travel professionals simply by going to Holland America Line Academy -Receive agency rewards based on the highest level obtained by your travel professionals. You will receive an email advising when your agency has reached a new level. -Register and manage travel professionals in your agency. Adding, deleting and editing is quick and easy. -You can give a supervisor level access to someone in your agency so they also can track progress
Why are the Core Courses (101 – 106) that I have already taken prior to September 2017 not showing up on my history page?	As of September 2017, we have NEW! Core Courses. Core Courses taken prior to September 2017 will not appear on the NEW Holland America Line Academy website. However, we encourage you to take the NEW! Core Courses so that you can earn NEW rewards based on your achievement level: Silver, Gold or Platinum.

ASSISTANCE AND CONTACTS


Help for Travel Professionals	halacademy@hollandamerica.com
Help with POLAR Online ID	Call the OneSource team at 1-800-544-9032. Agency managers can register their agency via the link just below the login at GoHAL.com. To set up a new or update an existing agency, please contact Operation Support operations_support@hollandamerica.com
Internal contact	Holland America Line Academy Administrator, Annie Woodward awoodward@hollandamerica.com

New Holland America Line Academy at GoHAL.com

Welcome



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Holland America Line Academy

Valuable Training To Help Your Business Grow

Enroll Now »



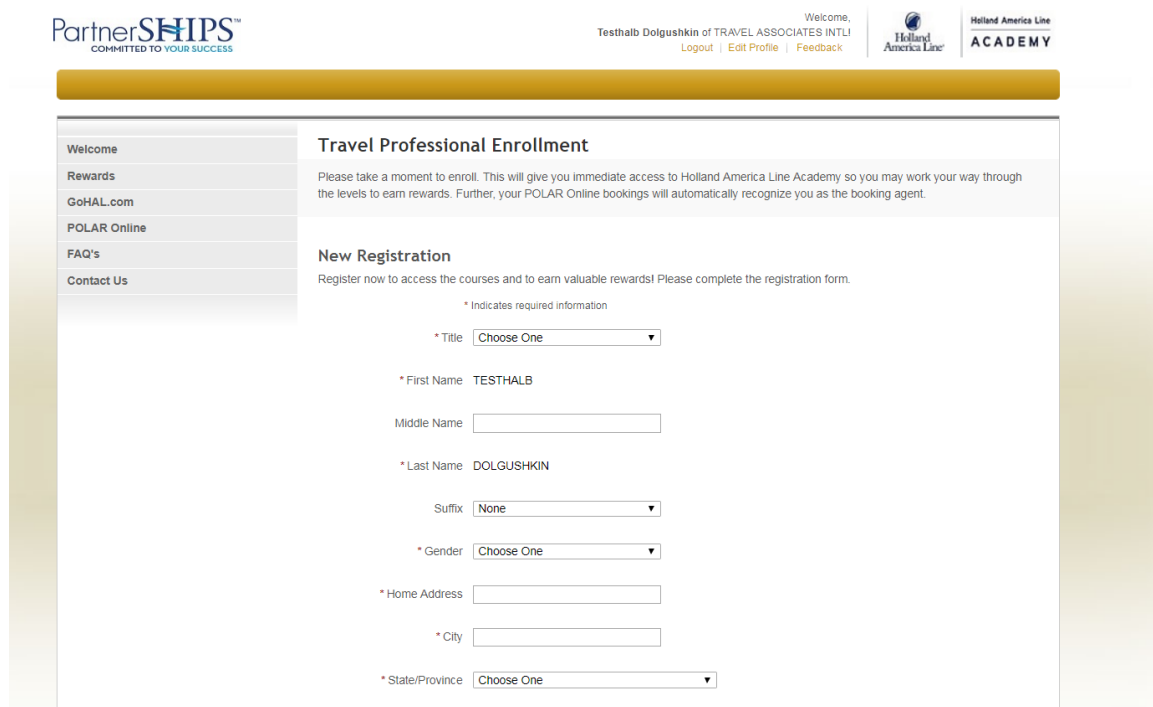
Denella Ri'chard
SENIOR DIRECTOR, TRADE COMMUNICATIONS & ENGAGEMENT

Training Leadership

Over the past 15 years, Holland America Line Academy has continued to evolve practical tools to help travel professionals sell and service their clients with confidence, and maximize their sales efforts. Today, more than 19,000 travel professionals have graduated from Holland America Line Academy. We're proud of our graduates and of the education and benefits we've provided to help them grow their business.

Registration page

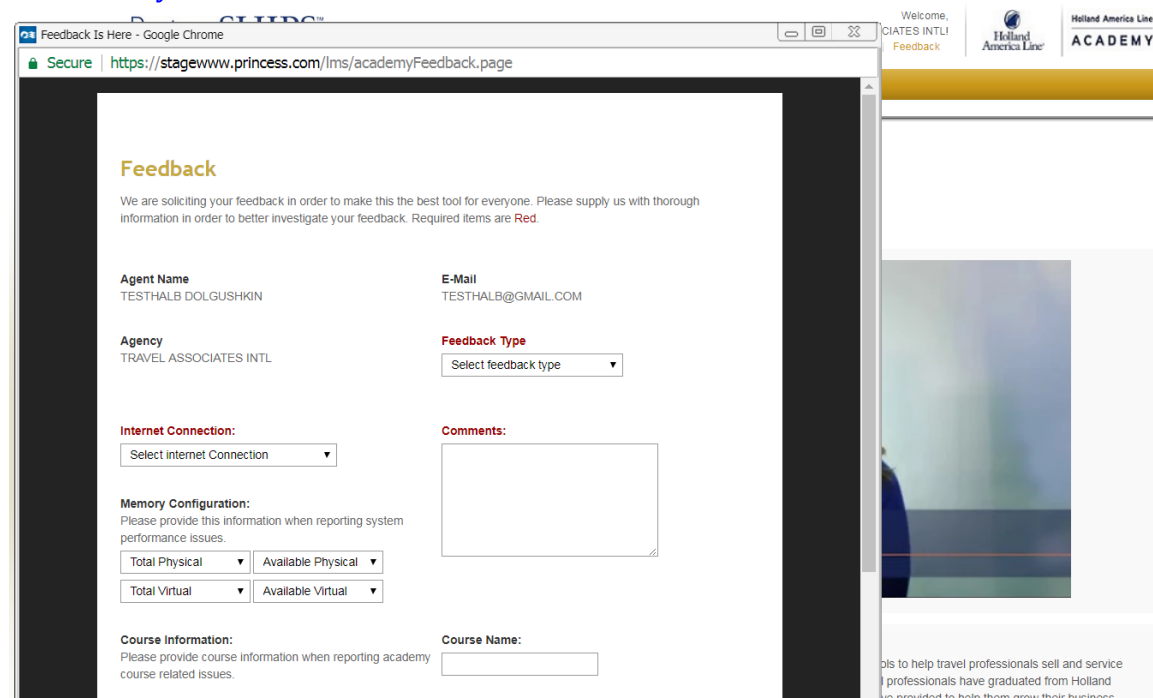
Accessed from the “Enroll Now” button on the Welcome page



The screenshot shows the 'Travel Professional Enrollment' page. On the left is a navigation menu with links: Welcome, Rewards, GoHAL.com, POLAR Online, FAQ's, and Contact Us. The main content area is titled 'Travel Professional Enrollment' and includes a welcome message from Testhalb Dolgushkin of TRAVEL ASSOCIATES INTL. Below this is a 'New Registration' section with a form. The form has a header indicating that asterisks (*) denote required information. The fields are: Title (dropdown menu), First Name (text input: TESTHALB), Middle Name (text input), Last Name (text input: DOLGUSHKIN), Suffix (dropdown menu: None), Gender (dropdown menu), Home Address (text input), City (text input), and State/Province (dropdown menu).


Feedback

Link at the top of all pages goes to a form that is submitted to the halacademy@hollandamerica.com email.




The screenshot shows the 'Feedback' form. At the top, it says 'Feedback Is Here - Google Chrome' and the URL is 'https://stagewww.princess.com/lms/academyFeedback.page'. The form is titled 'Feedback' and includes a message: 'We are soliciting your feedback in order to make this the best tool for everyone. Please supply us with thorough information in order to better investigate your feedback. Required items are Red.' The form fields are: Agent Name (text input: TESTHALB DOLGUSHKIN), E-Mail (text input: TESTHALB@GMAIL.COM), Agency (text input: TRAVEL ASSOCIATES INTL), Feedback Type (dropdown menu: Select feedback type), Internet Connection (dropdown menu: Select internet Connection), Comments (text area), Memory Configuration (Total Physical, Available Physical, Total Virtual, Available Virtual), and Course Information (Course Name: text input).

Contact Us



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Contact Us

Holland America Line Academy Administrator
halacademy@hollandamerica.com


Course Input and Suggestions
Click on the "Feedback" link located at the top right corner of this page.

Learn More about Holland America Line Academy
Please contact us at 1-800-544-0443, option 4 or sales@hollandamerica.com.

Department Contacts
[Download a PDF](#)


Dashboard

Silver level dashboard example after completing one specialist course. The dashboard shows that one more Specialist Course is needed to achieve the next level. Travel professionals can download their Silver level certificate Silver level icon/email signature tag.



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Welcome to Holland America Line Academy

Testhalx Testhalx

Silver 

[Silver Downloads](#)

[Agent Silver Certificate](#)


You have 1 course to achieve Gold level.

[Specialist \(1\)](#)

All the Specialist Courses that have not yet been taken will display on the dashboard so travel professionals can select which one they would like to take.


Specialist Courses (4 available)
Hide Courses

Take two Specialist Courses to obtain Gold level. Complete three more Specialist Courses to obtain Platinum level.




Panama Canal
Course Length: 20 mins | [View Details](#)

START




Mediterranean
Course Length: 20 mins | [View Details](#)

START



Grand Voyages
Course Length: 20 mins | [View Details](#)

START




Northern Europe
Course Length: 20 mins | [View Details](#)


START

History

The “History” page displays courses already completed. Replay courses already completed (replay) and download the icons/email signature tags for Specialist Courses completed (Zip).



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Holland America Line Academy History

CERTIFICATIONS

LEVEL	AS OF
Gold	In Progress
Silver	03/14/2018

COURSE HISTORY

COMPLETED IN PROGRESS OF GOLD				
COURSE	TYPE	DATE	REPLAY COURSE	DOWNLOADS
Alaska & The Yukon	Specialist Courses	03/19/2018	 REPLAY	 ZIP


COMPLETED IN PROGRESS OF SILVER				
COURSE	TYPE	DATE	REPLAY COURSE	
101 : The Holland America Line Difference	Core Courses	03/14/2018	 REPLAY	
102 : Destinations & Itinerary Planning	Core Courses	03/14/2018	 REPLAY	
103 : Selling Groups	Core Courses	03/14/2018	 REPLAY	
104 : Secrets of Sales Success	Core Courses	03/14/2018	 REPLAY	

Rewards

Travel Professional Application form can be downloaded here.

PartnerSHIPS™
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Holland America Line Academy Rewards

Holland America Line offers travel professionals and agency managers valuable rewards based on the level they obtain through taking Holland America Line Academy courses.

To request a US\$50 shipboard credit and onboard rewards, complete the Travel Professional Application Form and email it with a copy of your Holland America Line Silver, Gold or Platinum certificate to Family_and_Friends@hollandamerica.com

[Download Travel Professional Application Form](#)

TRAVEL PROFESSIONAL REWARDS	SILVER	GOLD	PLATINUM
Online diploma			
PartnerSHIPS emails with the latest news and promotional offers			



Grid shows rewards at the travel professional level and the agency level. The agency owner/manager receives rewards for the highest-level achieved within the agency.

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TRAVEL PROFESSIONAL REWARDS			
	SILVER	GOLD	PLATINUM
Online diploma	●	●	●
PartnerSHIPS emails with the latest news and promotional offers	●	●	●
Personalized printed diploma	●		
Lapel pin	●		
Luggage Tag	●		
Email signature logos	●	●	●
CLIA credits toward ACC or MCC	10 (total)	16 (total)	25 (total)
Travel Institute credits (U.S. only)	8 (total)	12 (total)	18 (total)
ACTA credits (Canada only)	12 (total)	20 (total)	32 (total)
US\$50 shipboard credit on Travel Professional Appreciation or full fare	●	●	●
Welcome letter	●	●	●
Personal call from the ship's Dining Room Manager		●	●
Priority boarding			●

AGENCY MANAGER REWARDS			
	SILVER	GOLD	PLATINUM
Online diploma	●	●	●
PartnerSHIPS email with the latest news and promotional offers	●	●	●
US\$50 shipboard credit on Travel Professional Appreciation or full fare	●	●	●
Welcome letter	●	●	●
Personal call from the ship's Dining Room Manager		●	●
Priority boarding			●

Agency Overview

Owners/Agency Managers will be able to add, delete and edit permissions for travel professionals in their agency. They can also view training progress.



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Agency Overview

Edit My Account

Add A User

Agency Overview

Review and manage your agency's registered accounts.

Registered Users

You can search for a user by last and/or first name. To return to the full list, click RESET.

Last Name First Name Filter By All Users

SUBMIT RESET

Site Settings POLAR Online

Sort by: User Name	EDIT PERMISSIONS	
Dolgushkin, NATHALIE Supervisor	<div>EDIT</div> <div>DELETE</div>	<div><input type="checkbox"/></div> <div>EDIT</div>
DOLGUSHKIN, TESTHALB Supervisor	<div>EDIT</div> <div>DELETE</div>	<div><input type="checkbox"/></div> <div>EDIT</div>
HALTESSTP, HALTESSTP Travel Agent	<div>EDIT</div> <div>DELETE</div>	<div><input type="checkbox"/></div> <div>EDIT</div>
HALTESTA, HALTESTA Supervisor	<div>EDIT</div> <div>DELETE</div>	<div><input type="checkbox"/></div> <div>EDIT</div>
HALTESTB, HALTESTB Supervisor	<div>EDIT</div> <div>DELETE</div>	<div><input type="checkbox"/></div> <div>EDIT</div>
HALTESTC, HALTESTC Supervisor	<div>EDIT</div> <div>DELETE</div>	<div><input type="checkbox"/></div> <div>EDIT</div>
HALTESTO, HALTESTO Supervisor	<div>EDIT</div> <div>DELETE</div>	<div><input type="checkbox"/></div> <div>EDIT</div>
LANDRETH, ROBERT	<div>EDIT</div> <div>DELETE</div>	

halacademy.com Splash Page

Prompts travel professionals to go to GoHAL.com and register.



We have exciting news! Holland America Line Academy is transitioning to a new location to provide you with an enhanced training experience and new Silver, Gold and Platinum reward levels. Agency Owners: You can now register travel professionals within your agency, track their progress and earn agency rewards.

U.S. and Canadian Travel Professionals

Access Holland America Line Academy in Four Easy Steps

1. [Click here](#) to go to GoHAL.com or type "gohal.com" in your browser
2. Sign in to GoHAL.com using your POLAR Online credentials
3. Click the Holland America Line Academy graphic on the home page
4. Follow the prompts to register for Holland America Line Academy

After you have completed the one-time registration, every time you sign in to GoHAL.com you will have easy access to your Holland America Line Academy dashboard without having to enter another user name or password. If you have already completed the new Core Courses and/or Specialist Courses, the courses will show on your dashboard as completed by April 16, 2018.

International travel professionals [click here](#).

Questions? Email halacademy@hollandamerica.com

Online Certificates by level



Level email signature tags (Available via the dashboard)



Specialist Courses icons (Available via the history page)




Holland America Line®
SAVOR THE JOURNEY



**NORTHERN EUROPE
SPECIALIST**


Holland America Line®
SAVOR THE JOURNEY



**PANAMA CANAL
SPECIALIST**