



## GRADUATE TO BIGGER SALES

Holland America Line Academy is the interactive training program designed to help you expand and grow your premium cruise business.

### AWARD-WINNING TRAINING

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.

### NEW PROGRAM FEATURES

We're constantly adding new resources to Holland America Line Academy. And we're excited to announce new program features and a new training course.

- NEW platform on GoHAL.com
- NEW Northern Europe Specialist Course
- Core Courses with useful, practical tips to help you grow your business
- Specialist Courses including Alaska & the Yukon, Panama Canal, the Mediterranean and Grand Voyages
- Training interaction and full-screen embedded videos

### NEW TRAINING REWARDS

Our new platform rewards travel professionals at Silver, Gold and Platinum levels by completing a combination of Core and Specialist courses.

- Complete all four Core Courses and receive 10 CLIA credits toward ACC or MCC and eight continuing education credits for The Travel Institute (U.S.) or 12 credits for ACTA (Canada)
- Graduates also receive a personalized graduation certificate, an onboard spending credit — redeemable any time you sail on a full or Travel Professional Appreciation fare, a graduate lapel pin and more
- Complete Specialist Courses to earn more educational credits and onboard rewards at the Gold and Platinum levels
- Agency owners earn rewards to match up to the highest level achieved by agents in their agency

Through September 2018 complete the Core Courses for a chance to win a monthly prize and a grand prize cruise on *Nieuw Statendam*!

## WHAT OUR GRADUATES ARE SAYING

"The courses were awesome! Very informative and flowed quickly."

Stephanie Goeke,  
AAA Travel

"Thank you! It was one of the best training programs across the board. I did learn a lot!"

Sandra Weaver,  
Montrose Travel

"I really enjoyed the new training. The courses were very informative and provided a lot of new information that I wasn't aware of."

Laura McCreery,  
CruiseOne

**Visit GoHAL.com to access Holland America Line Academy today!**

Contact us at  
1-800-544-0443, opt. 4 or  
sales@hollandamerica.com  
for more information.

