



2019 HOLLAND AMERICA LINE GROUP ADVANTAGE PROGRAM

Group sales bring great benefits and enticing amenities.

Book groups on Holland America Line cruises and Alaska Land+Sea Journeys and enjoy one of the most robust group programs in the industry.

- Our Group Advantage Program (GAP) features 29 different amenities to choose from — plus three GAP Packages — perfect for customizing benefits to your group's needs!
- Wide range of itineraries — we offer cruises from three to over 100 days to all seven continents
- Special group upgrades apply to the stateroom accommodations most guests prefer
- Combine these great group benefits with a cruise on board a five-star ship with impeccable service — and you have a very compelling offer

GAP PLUS OFFER — Bonus commission and more on select sailings

- **Earn up to 17% commission** (North America only)
- Choice of standard GAP amenities
- 1 tour conductor for every 15 lower berths (16th berth is earned)
- PLUS! 1% bonus commission with five or more sailed staterooms (North America only)
- PLUS! Bottle of sparkling wine in each stateroom

2019 AFFINITY GROUP PACKAGES

2019 Wedding Package *for family groups of 8 or more staterooms*

Benefits below are in lieu of GAP Points

FOR THE WEDDING COUPLE

Wedding Couple Reward — Complimentary "best available" *between* meta upgrade♦

Complimentary Wedding Cake for up to 16 guests♦

Pinnacle Grill Lunch per guest♦

Chocolate-dipped Strawberries per stateroom

Bottle of Sparkling Wine per stateroom

Private Winetasting per guest — approximately one-hour tasting featuring five wines and domestic cheeses*

ADDITIONAL GUESTS

Pinnacle Grill Lunch per guest♦

Chocolate-dipped Strawberries per stateroom

Bottle of Sparkling Wine per stateroom

Private Winetasting per guest — approximately one-hour tasting featuring five wines and domestic cheeses*

2019 Wine and Food Pairings with HAL Wines Package *for groups of 16 or more guests*

Benefits below are in lieu of GAP Points

Five-course Premium Dinner with Five Premium Wine Pairings per guest — selected by the Cellar Master

WE'RE HERE TO HELP YOU SELL GROUPS

Our Business Development Managers and Sales Support Team are here to support you with everything it takes to close group sales — from assistance with cruise nights to sales materials for direct mail campaigns.

For the full list of applicable GAP Plus sailings, please visit the Groups page under the Book menu at GoHAL.com.

To set up standard groups, manage existing groups, register agents and administer electronic payments using POLAR Online, please visit GoHAL.com.

For complete Terms & Conditions for group bookings, please visit GoHAL.com.

PartnerSHIPS™
COMMITTED TO YOUR SUCCESS

2019 Family Reunion Package for family groups of 8 or more staterooms ▶

Benefits below are in lieu of GAP Points

Head of the Family Reward — Complimentary “best available” *between* meta upgrade♦

Family Member Reward — Complimentary “best available” upgrades *within* meta category for all family members✦

\$50-value Fountain Soda Card per stateroom

Pinnacle Grill Lunch for all family members✦

\$50-value Beverage Card per stateroom

2019 GAP AMENITIES for groups of 5 or more staterooms

Premium Dining

	REQUIRED 4-TO 11-DAY	GAP POINTS 12-PLUS-DAY
Pinnacle Grill Dinner per guest	3	3
Pinnacle Grill Lunch per guest	2	1
Canaletto Dinner per guest	2	1
Tamarind Dinner per guest (<i>Eurodam, Koningsdam, Nieuw Amsterdam & Nieuw Statendam</i> only)	3	3
Rudi's Sel de Mer Pop-up per guest (<i>all ships except Koningsdam & Nieuw Statendam</i>)	4	4
Blend Wine-Making Experience (<i>Koningsdam & Nieuw Statendam</i> only)	6	6
Lobster Shack (Lobster Roll) — Half Moon Cay	3	3

Wine, Spirits & Beverages

Cocktail Party — one hour standard with hot hors d'oeuvres per guest*✦ (cocktail parties limited to one per group)	3	3
Fiesta Party — one hour with margaritas, mojitos, Corona and fiesta food per guest*✦	4	3
Wine Cellar No. 1 Package — one bottle per stateroom	3	2
Wine Cellar No. 1 Package — two bottles per stateroom	4	3
Wine Cellar No. 1 Package — four bottles per stateroom	6	6
\$25-value Beverage Card per guest	4	3
\$50-value Beverage Card per guest	6	5

Stateroom Amenities

Plate of Chocolate-dipped Strawberries — one per stateroom	1	1
Sparkling Wine & Strawberries — one bottle of Bon Voyage Sparkling Wine and a plate of Chocolate-dipped Strawberries — one per stateroom	3	2
Bon Voyage Sparkling Wine — one bottle per stateroom	2	1

Engaging Activities

Internet Café Package — \$50 credit towards purchase of any package while on board, one per stateroom	4	3
\$20 Photo Credit — one per stateroom	1	1

Flexible Spending

\$25 Onboard Credit per single- or double-occupancy guest•	4	3
\$50 Onboard Credit per single- or double-occupancy guest•	8	6
\$75 Onboard Credit per stateroom•	6	5

Cruise With Purpose — Charity Program

Charity GAP: Donation of \$50 per stateroom for 4- to 11-day sailings or \$100 per stateroom for cruises of 12 days or longer	4	4
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GAP Menu for Travel Partner Benefits

1 Tour Conductor for every 12 lower berths (13th berth is earned)✦	4	4
1 Tour Conductor for every 10 lower berths (11th berth is earned)✦	5	5

Alaska Land+Sea Journeys

Lunch aboard McKinley Explorer® Railcar per guest (10-plus days)	3	3
Cocktail Party in Denali	3	3
Diamond Tooth Gertie's Entrance Pass (10-plus days)	2	2
\$25 in Denali Dollars (10-plus days)	3	3

♦ Head of the Family or Wedding Couple complimentary, between meta, upgrade will be applied to one stateroom booking of your choice based on availability. Requires a minimum of eight staterooms booked. Upgrade does not apply towards Pinnacle Suites (PS).

◆ Groups larger than 16 guests will be charged \$5.00 per guest for each additional guest.

✦ Per-person amenities apply to 3rd and 4th guests.

* Requires minimum of 15 guests.

◆ Should the eight stateroom requirement not be met, the guest will be responsible for paying the upgrade costs.

✦ Family Member complimentary, within meta, upgrade will be applied to all family member bookings of your choice based on availability. Requires a minimum of eight staterooms booked. Upgrade does not apply towards Pinnacle Suites (PS), Family Staterooms (FA, FB) or Lanai (CA).

● GAP Onboard Credits not combinable with other GAP Onboard Credits; only one onboard credit selection allowed per group.

✦ GAP points may only be used to improve Tour Conductor ratios for U.S. and Canadian agency bookings.

GAP amenities are per person for the first and second guest in each stateroom unless specified. Select promotions may not be combinable with the GAP Program. Participation must be specified at the time the group is set up; changes will be allowed up to but no later than 90 days prior to sailing. GAP amenities should be assigned via POLAR Online. Amounts are quoted in U.S. dollars. Restrictions and conditions other than those stated may apply.

Effective through 2019. Once the Holland America Line 2020 GAP menu becomes available, the 2019 GAP menu will no longer be in effect for 2020 selections.



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Holland America Line®
SAVOR THE JOURNEY