



Holland America Line Launches 'Selling and Sailing in the Mediterranean' HAL Academy Specialist Training Course

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Agents who complete the course are entered to win a 12-day Mediterranean cruise

Seattle, Wash., Dec. 22, 2016 – In the most recent installment of Holland America Line's Specialist Training Courses, travel professionals can learn the ins and outs of "Selling and Sailing in the Mediterranean." The award-winning Holland America Line Academy designed the online courses to help travel professionals increase their cruise sales by giving insider tips, tricks and tools centered around a specific destination. Travel professionals can access "Selling and Sailing in the Mediterranean" through HALacademy.com.

"The Mediterranean is one of the most diverse and intricate regions we offer, so it's important to provide our travel partners with the training they need to successfully sell our cruises," said Denella Ri'chard, Holland America Line's senior director of trade communications and engagement. "Our Mediterranean cruises range in length and region and can easily be combined to increase commission. By offering the 'Selling and Sailing in the Mediterranean' course, we're giving agents the insider information they need to book cruises with confidence."

"Selling and Sailing in the Mediterranean" takes 15 to 20 minutes to complete and includes information about features and benefits of a Holland America Line Mediterranean cruise. The course also provides information to help travel partners become more familiar with the major Mediterranean ports, identify which clients are likely to book a Med cruise and close Mediterranean sales.

The new HAL Academy Specialist Training Courses series launched in July 2016 with "Alaska and the Yukon: The Great Land = Great Sales for You" and continued with "The Panama Canal and More." The courses were developed in collaboration with industry training expert Dr. Marc Mancini. They are designed to offer learning through a combination of video instruction, reading and interaction. Travel partners taking the course have access to helpful insights as well as downloadable marketing e-tools.

By completing these new courses, travel partners earn training credits with Cruise Lines International Association as well as The Travel Institute for U.S. travel professionals or the Association of Canadian Travel Agencies. Partners also receive a "Mediterranean" logo and an online personalized certificate.

Upcoming HAL Academy Specialist Training Courses include Grand Voyages, which is set to debut in December 2016, and more are planned for 2017, with launch dates to be announced. In total, more than 19,000 travel professionals have completed various specialist courses over the past 15 years.

About Holland America Line Academy

Holland America Line Academy is designed to support travel professionals in their ongoing quest for knowledge about travel sales, the cruise industry and Holland America Line. The training program began 15 years ago and today is an interactive online experience. Holland America Line Academy includes training sites for agents in the key international markets of the United Kingdom, Australia and the Netherlands. More than 18,000 travel professionals have graduated from Holland America Line Academy. Travel partners can access Holland America Line Academy through the PartnerSHIPS portal at GoHAL.com.

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About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, delivered in April 2016, as well as a second Pinnacle Class ship, *ms Nieuw Statendam*, due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge onboard at an America's Test Kitchen show; Explorations Café, powered by The New York Times and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

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