



Holland America Line Launches Redesigned GoHAL.com PartnerSHIPS Portal for Travel Professionals

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New look, new layout and new tools set up agents for success

Seattle, Wash., Jan. 6, 2017 —Travel professionals will now have an easier time becoming Holland America Line experts with the launch of the company's redesigned PartnerSHIPS travel professional portal at GoHAL.com. Exclusively for the use of travel professionals, the new GoHAL.com is more user-friendly so agents can book, plan, promote and learn everything they need to know to successfully sell Holland America Line cruises and Land+Sea Journeys.

In addition to a navigation toolbar at the top with drop-down menus for each tab, users can scroll to the bottom of the homepage and find quick links to some of the more popular topics. A focal point of the homepage is a larger toolbar prominently featuring three primary areas on the site: POLAR Online, Promo Toolkit and Holland America Line Academy. Travel professionals also can see upcoming events, read the latest e-Newsletter and meet their business development manager on the homepage.

"We sent out a survey to our travel partners earlier this year asking how we can help them grow their business, and one of the top answers was to develop an easy-to-navigate travel professional portal that puts everything at their fingertips," said Eva Jenner, vice president of sales. "We listened to our travel partners, and I am thrilled to announce that the new portal — GoHAL.com —is finally here."

Under the navigation toolbar at the top, the "Learn" section features Holland America Line Academy and the Specialist Training Courses that were launched earlier this year, as well as POLAR Online booking tips, FAQs and upcoming events such as seminars, conferences and familiarization trips.

In the "Plan" tab, travel professionals can find all of the collateral they need to plan cruises for their clients including eBrochures, product announcements, a deck plan reference guide, cruise finder, sailing schedule, AFAR Destination Guides and information about life on board, Land+Sea Journeys, Journeys Ashore, family cruising and cruising with children.

The "Promote" tab features a message from Jenner and the latest promotions, as well as templates to create customized advertising and marketing materials such as flyers, banner ads and emails. Site visitors also have access to Holland America Line's extensive image library so they can use vivid imagery to promote the cruises.

Travel professionals will find additional access to the POLAR Online booking engine in the "Book" tab. Important information about visas and passports, cancellation policies, groups, gift orders, the air program, check-in and Travel Professional Appreciation Fares also are located in this area.

Additional features at GoHAL.com include a "Chat with Us" button that enables travel professionals

to communicate online in real time with Holland America Line's reservations team. For direct contact with Holland America Line's sales team, the "Contact" tab has information including a departmental breakdown so travel professionals can reach out to the appropriate person.

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Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at hollandamerica.com. Trade social media pages can be found at <https://www.facebook.com/HALPartnerSHIPS/> and <https://twitter.com/halpartnerships>.

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 113-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.

CONTACT: Sally Andrews
PHONE: 800-637-5029
EMAIL: pr@hollandamerica.com