



Holland America Line's Sales Team Launches PartnerSHIPS Podcast Series for Travel Professionals

June 20, 2018

Bi-weekly podcasts give travel partners easy access to tips, brand news and education

Seattle, Wash., June 20, 2018 — On-the-go travel professionals now have an easier way to learn about Holland America Line through a new PartnerSHIPS Podcast series exclusively for travel professionals. Delivered bi-weekly beginning this week, the podcasts will explore the brand and offer tips and news to ensure travel professionals have the tools they need to sell Holland America Line's premium cruises. The PartnerSHIPS Podcasts can be accessed at GoHAL.com.

The podcast series builds on Holland America Line's trade promise that debuted earlier this year, pledging the cruise line's commitment to providing the most comprehensive support to its travel partners and an exceptional cruise experience for their clients.

"Holland America Line's new PartnerSHIPS Podcast series is an exciting way to give travel agents deeper insight into our brand from our executives while allowing them to choose the easiest way to listen: in the car, at the office, at home or even while keeping active," said Eva Jenner, vice president of sales for Holland America Line. "Our new trade promise set the foundation for us to provide our travel partners with every tool possible to help them be successful, and the podcasts are a valuable addition to our website, Holland America Line Academy courses, webinars and seminars."

With podcasts at only 10 to 20 minutes in duration each, travel professionals can stay current on all things Holland America Line by listening to them whenever, wherever and however is most convenient. The first two podcasts in the series already are available:

- "Grand World Voyages" with President Orlando Ashford and Senior Director, Trade Communications and Engagement, Denella Ri'chard.
- "Explorations Central: Part 1" takes a closer look at Explorations Central programming with Bill Fletcher, senior director of Destination Marketing.

Tools and Training Make Travel Partners Brand Experts

In addition to a more strategically designed sales department, Holland America Line is dedicating more resources to help travel professionals deepen their knowledge of the cruise line's products and itineraries. New Holland America Line Academy Core Courses and Specialist Training Courses are designed to establish agents as experts in the brand, while the North America PartnerSHIPS Sales Seminar Series brings Holland America Line's latest news and initiatives to its partners in person and through webinars.

GoHAL.com, Holland America Line's award-winning portal for travel professionals, is a one-stop shop with marketing tools and access to information that guides agents and sets them up for success.

Travel professionals can connect with their BDM and the sales team through GoHAL.com or by emailing sales@hollandamerica.com. Holland America Line's sales team is active on [Facebook](#), [Twitter](#) and [LinkedIn](#). For more information call 1-800-426-0327.

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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 113-day itineraries, the company's cruises visit all seven continents, with highlights including Antarctica explorations, South America circumnavigations, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *Koningsdam* in 2016 and has a second Pinnacle-class ship, *Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship will be delivered in 2021.

The company is undergoing \$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 through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a 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, comprising world-famous chefs who design dishes exclusively for our guests.

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