



Holland America Line Launches New Training Platform on GoHAL.com That Rewards Travel Professionals at Silver, Gold and Platinum Levels

July 31, 2018

New specialist course debuts — Northern Europe: Its Iconic Cities, Hidden Gems and Scenic Beauty — with Sweepstakes for a Seven-Day Nieuw Statendam Cruise

Seattle, Wash., July 31, 2018 — Award-winning Holland America Line Academy is introducing a new interactive e-Learning platform at GoHAL.com, which will reward travel professionals for their educational achievements. Travel professionals can earn the distinction of a Silver, Gold or Platinum reward level by completing a combination of core courses and specialist courses. Holland America Line Academy also features a new specialist course called Northern Europe: Its Iconic Cities, Hidden Gems and Scenic Beauty.

"Our senior director, Denella Ri'chard, along with content curator Dr. Marc Mancini, continue to develop educational programs that not only reward agents for their achievements but empower them with knowledge and confidence to help them grow their premium cruise business in an interactive learning environment," said Eva Jenner, vice president, sales, for Holland America Line. "Additionally, for both summer 2018 and 2019 we will have a large presence in the Baltic and surrounding cruise regions, so we are excited to launch the new Northern Europe specialist course as a part of the new platform."

Three Levels Add Up to Great Rewards and Future Bookings

At Holland America Line Academy, travel professionals can earn continuing education credits with Cruise Lines International Association, Association of Canadian Travel Agencies and The Travel Institute.

To achieve the Holland America Line Academy Silver level, travel professionals must complete all four Core Courses. By doing so, travel professionals receive awards including a diploma, graduate lapel pin, luggage tag and US\$50 shipboard credit on a Travel Professional Appreciation or full-fare cruise booking.

Silver-level graduates and above also are automatically entered into a monthly drawing through September 2018 for a chance to win a Holland America Line swag bag and into a sweepstakes with a grand prize of a 2019 seven-day cruise for the winner and a guest on *Nieuw Statendam*.

Gold status is achieved by continuing education and completing two specialist courses and earns travel professionals all Silver benefits plus additional continuing education credits, Gold diploma and on-board welcome letter and personal call from the ship's dining room manager. Platinum level requires the completion of three total specialist courses and, in addition to Silver and Gold benefits, provides priority boarding to travel professionals sailing with Holland America Line.

Agency owners also will benefit by earning rewards that match up to the highest level achieved by a travel professional in their agency, including receiving the PartnerSHIPS e-mail newsletter, \$50 in onboard spending money with an applicable booking and priority boarding, among other perks.

Learn How to Sell Northern Europe with New Specialist Training Course

Northern Europe: Its Iconic Cities, Hidden Gems and Scenic Beauty takes approximately 20 minutes to complete and includes information about the features and benefits of a Holland America Line cruise to this region. Travel professionals will gain valuable insights into the destination, identify the best prospects and get exclusive insider information on Northern Europe cruising to close more sales and earn more commissions. In addition, travel professionals will have access to a set of downloadable e-tools to help market Northern Europe cruises.

The Holland America Line 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, Selling and Sailing in the Mediterranean, and Grand Voyages: Oceans Traveled, Journeys Savored, Dreams Fulfilled. The award-winning courses are designed to offer learning through a combination of video instruction, reading and interaction.

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 more than 15 years ago as a workbook sent to agents in the United States and Canada, and transitioned into an interactive online experience. Holland America Line Academy now includes training sites for agents in the key international markets of the United Kingdom, Australia and the Netherlands. More than 20,000 travel professionals have graduated from Holland America Line Academy. Travel partners can access Holland America Line Academy through the PartnerSHIPS portal at GoHAL.com.

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 & 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 is due for delivery 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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