Preferred Supplier

Holland America Line

Cruise Line Segment: Premium

CONTACT INFORMATION	
Head Office Address	450 Third Ave. West, Seattle, WA 98119-4002
Consumer Website	www.hollandamerica.com
Holland America Academy	Click here to Access the HAL Academy
Agent Website / Online Reservation	https://www.GoHAL.com
Reservation # (Booking FIT & Group)	800-426-0327
Group Management/Admin #	888-425-9477
Reservation # (World Cruises & Grand Voyages)	800-522-3399

COMMISSION STRUCTURE	
US$0 - US$899,999 = 15%	US$900,000+ = 16%
10% on Cancellation Protection Plan and vacation packages	5% on hotel packages

PRIMARY CONTACTS

Name	Region	Title	Phone	Email
BDM's	US & Canada	Business Development Services	800-544-0443	sales@hollandamerica.com

ABOUT THE SUPPLIER

For more than 145 years, Holland America Line has witnessed firsthand the transformative power of travel. We've seen how introducing guests to new places and new cultures opens minds, builds connections and fosters an appreciation of the values that unite us. We've held true to the timeless elegance of ocean travel. Not distracted by fads or trends, our perfectly sized ships are refreshingly uncrowded and beautifully appointed with a contemporary twist.

KEY CUSTOMER DEMOGRAPHIC

The Modern Explorer:
Based on consumer research regarding the core target audience for Holland America Line, we know it is about much more than just demographics; our guests have worked hard and have earned the opportunity to travel in comfort and style and to immerse themselves in amazing destinations.
EXPERIENCED in life, travel and cruising. Some are used to and expect the sophisticated touches and European elegance Holland America Line embodies. Others have a strong appreciation for these things, which may not be a part of their everyday life.
LEARNERS eager to discover other cultures and places. For some, simply being exposed to new ports, sights or cuisines will fulfill their sense of immersive travel. For others, exploring and gaining a deep understanding of history through the eyes of a local resident will be essential parts of a Holland America Line cruise.
UPSCALE with an appreciation for quality and value These are not the idle rich. They have earned their place through hard work and expect to receive value for their money. They are willing and able to afford the premium experiences that Holland America Line can provide.
GROWN-UP with a desire for experiences to be remembered Holland America Line guests are not seeking a floating party. They value outstanding service, joyful entertainment, lean-back relaxation and lean-forward engaging experiences.

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Key Attributes:

- Active, engaged couples
- Are at a stage in life when they have the flexibility to travel when they want
- Upper/middle income (average $ 143,000 HHI) earned through hard work (media target: $100K HHI, age 50+)
- Expect quality and value
- Eager to discover new places and different cultures
- Seek memorable, engaging experiences
- More sophisticated, appreciate the finer things, seek outstanding service
- Enjoy dining, art, music, theater, golf and yoga

TOP 6 MAJOR SELLING POINTS

- Carefully Crafted Journeys: we offer an unrivaled selection of carefully crafted journeys connecting our guests to all seven continents.
- Classic Style: Our timeless elegance; spacious, perfectly sized ships; and gracious, attentive service brings guests back again and again.
- Culinary Excellence: Our Culinary Council of seven world-renowned chefs means we are serious about offering the most complete and immersive culinary experience at sea: in dining, enrichment and even excursions
- Exclusive Entertainment & Enrichment: We provide exclusive, world-class entertainment and enrichment in partnership with some of the world's most well-regarded brands
- Collector Voyages (best value for back-to-back cruises with itineraries that don't repeat)
- Neptune Lounge concierge for suite guests

DESTINATIONS

Alaska, Asia, Australia/New Zealand, Canada/New England, Caribbean, Europe, Hawaii, Mexico, Panama Canal, South America, South Pacific, World Voyage

TRAVEL ADVISOR APPRECIATION FARES

Take advantage of Appreciation Fares for savings on cruises for travel.

Travel Advisor Appreciation Fares

Appreciation Fares Application

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Name	**Region**	**Title**	**Phone**	**Email**
BDM's	US & Can	Business Development Services	800-544-0443	sales@hollandamerica.com

Canada Region		
BDM	**Territory**	
Lori Patterson	E. Ontario	lpatterson@hollandamerica.com
Mary Goldsmith	S. & W. Ontario	mgoldsmith@hollandamerica.com
Fiona Schonewille	Vancouver Island, BC, N. Alberta (Edmonton)	fschonewille@hollandamerica.com
Tom Steer	BC. S. Alberta, (Calgary) Saskatchewan	tsteer@HollandAmerica.com
Michelle Lebel	Quebec, Maritimes, Manitoba	mlebel@hollandamerica.com

USA Eastern Region		
BDM	**Territory**	**Email Address**
Alan Baker	Georgia, North and South Carolina	abaker@hollandamerica.com
Bob Kirschner	Part of New Jersey, Long Island	bkirschner@hollandamerica.com
Diana Guerin	New York City part NJ, part Connecticut	dguerin@hollandamerica.com
Lauren Mindel	New England (part CT, RI, NH, VT, ME, MA)	lmindel@hollandamerica.com
Carlos Perez-Villa	South Florida (MIA/FLL/Naples)	cperezvilla@hollandamerica.com
Lori Taylor	Northern and Central Florida (Orlando)	ltaylor@hollandamerica.com
Peggy Steele	Florida (Tampa)	psteele@hollandamerica.com

USA Western Region		
BDM	**Territory**	**Email Address**
Nanette Padero	Washington, Idaho, Montana, Oregon, Alaska	npadero@hollandamerica.com
Carol Ryan	Northern California, Hawaii	cryan@hollandamerica.com
Dawnielle Ryan	Los Angeles, Las Vegas	dryan@hollandamerica.com
Matthew Ogden	San Diego, Palm Springs/Inland Empire	mogden@hollandamerica.com
Megan Saxon	Arizona, New Mexico, Colorado, Utah, Wyoming	msaxon@hollandamerica.com

USA Central Region		
BDM	**Territory**	**Email Address**
Andrew Davis	Texas, Louisiana, Oklahoma, Arkansas	adavis@hollandamerica.com
Jenni BenBassett	Virginia, W. Virginia, DC, Maryland, Delaware	jbenbassett@hollandamerica.com
Kyle Kleyn van de Poll	Indiana, KY, TN, S/C Ohio	kkleynvandepoll@hollandamerica.com
Debbie Iapalucci	Michigan, N. Ohio, W. Penn, Upstate NY	diapalucci@hollandamerica.com
Judy Hall	North Illinois, Wisconsin, Minnesota	jhall@hollandamerica.com
TBD	South Illinois, Iowa, Nebraska, Kansas, Missouri, North Dakota, South Dakota	