



2016 GROUP ADVANTAGE PROGRAM

Going for groups — more choices and benefits than ever

We're giving you more reasons than ever to book groups on Holland America Line cruises and Alaska Land+Sea Journeys with one of the most robust group programs in the industry.

- Our Group Advantage Program (GAP) features 35 different amenities to choose from — plus seven GAP Packages
 - Wide range of itineraries — we offer cruises from three to over 100 days to all seven continents
 - Special group upgrades apply to the stateroom accommodations most guests prefer
- Combine these great group benefits with a cruise on board a five-star ship with impeccable service — and you have a very compelling offer

NEW: GAP Plus Offer — Bonus commission and more on select sailings

- Choice of standard GAP amenities
- 1 tour conductor for every 15 lower berths
- 1% bonus commission with five or more sailed staterooms
- Bottle of sparkling wine in each stateroom

2016 Family Reunion Package for family groups of 8 or more staterooms

Benefits below are in lieu of GAP Points

Head of the Family Reward — Complimentary "best available" *between* meta upgrade♣

Family Member Reward — Complimentary "best available" upgrades *within* meta category for all family members♣

\$50-value Fountain Soda Card per stateroom

Pinnacle Grill Lunch for all family members

\$50-value Beverage Card per stateroom

2016 Wedding Package for family groups of 8 or more staterooms

Benefits below are in lieu of GAP Points

FOR THE WEDDING COUPLE

Wedding Couple Reward — Complimentary "best available" *between* meta upgrade♣

Free Wedding Cake for up to 16 guests♦

Pinnacle Grill Lunch per guest❖

Chocolate-dipped Strawberries per stateroom

Bottle of Pierre Larousse Brut Sparkling Wine per stateroom

Private Winetasting per guest — approximately one-hour tasting featuring five wines and domestic cheeses**❖

ADDITIONAL GUESTS

Pinnacle Grill Lunch per guest❖

Chocolate-dipped Strawberries per stateroom

Bottle of Pierre Larousse Brut Sparkling Wine per stateroom

Private Winetasting per guest — approximately one-hour tasting featuring five wines and domestic cheeses**❖

2016 Destination Discovery Package for groups of 16 or more guests

Benefits below are in lieu of GAP Points

\$50 Group Shore Excursion Discount per stateroom♣

After Tour Cocktail Party per guest▼❖

Group Photo per stateroom

We're here to help you sell groups

- Our Business Development Managers and Sales Support Team are here to support you with everything it takes to close group sales — from assistance with cruise nights to sales materials for direct mail campaigns
- To set up standard groups, manage existing groups, register agents and administer electronic payments using POLAR Online, please visit PartnerSHIPS Portal at hollandamerica.com

For complete Terms & Conditions for group bookings, please visit PartnerSHIPS Portal at hollandamerica.com



2016 Vegas at Sea Package for groups of 16 or more guests

Benefits below are in lieu of GAP Points

\$25-value Beverage Card per stateroom

Pinnacle Grill Lunch per guest ♦

\$25 Casino Credit per stateroom

2016 Private Wine and Cooking Demonstration Package for groups of 25 or more paid guests ■

Benefits below are in lieu of GAP Points

Private Premium Winetasting with the Cellar Master per guest — approximately one-hour tasting featuring five international wines and samples of the perfect food pairings

Bon Voyage Sparkling Wine — one bottle per stateroom

Two One-hour Demonstration Sessions in the Culinary Arts Center with Group-provided Chef

2016 Wine and Food Pairings with HAL Wines Package for groups of 16 or more guests

Benefits below are in lieu of GAP Points

Five-course Premium Dinner with Five Premium Wine Pairings per guest — selected by the Cellar Master

2016 Wellness and Fitness Package for groups of 16 or more guests

Benefits below are in lieu of GAP Points

Hydrotherapy Pool Soak per guest — to be scheduled on board

Vitamin Water — three-pack per stateroom

Private Low-impact Aerobics, Yoga or Pilates Instruction per guest — to be scheduled on board

2016 GAP Amenities for groups of 5 or more staterooms

GAP AMENITIES: CRUISES	REQUIRED GAP POINTS	
	4- TO 11-DAY	12-PLUS-DAY
HAL <i>A Taste of Excellence</i> Cookbook — one per stateroom	2	2
Pinnacle Grill Dinner per guest	3	3
Pinnacle Grill Lunch per guest	2	1
Canaletto Dinner per guest	2	1
Cocktail Party — one hour standard with hot hors d'oeuvres per guest ♦♦ (cocktail parties limited to one per group)	3	2
Fiesta Party — one hour with margaritas, mojitos, Corona and fiesta food per guest ♦♦	3	3
Wine Navigator Package — one bottle per stateroom	3	2
Wine Navigator Package — two bottles per stateroom	4	3
Winemaker Package with HAL Wines ♦	6	4
Winemaker Package with Group's Own Wine ♦	4	3
Bon Voyage Sparkling Wine — one bottle per stateroom	2	1
Vitamin Water — three-pack per stateroom	1	1
Photo (10" x 7") — one per stateroom (not valid for group photo)	1	1
Complimentary Audio/Visual Tech Support — maximum one hour	1	1
One Tour Conductor with 12, instead of 15 ♦	4	4
One Tour Conductor with 10, instead of 15 ♦	5	5
Guaranteed Travel Professional Host Ocean-view Stateroom at \$75 per guest, per day *	6	6
Group Leader Upgrade Ocean-view Stateroom to Verandah Stateroom ■	4	4
Group Leader Upgrade Verandah Stateroom to Vista Suite ■	5	5
\$25 Onboard Credit per single- or double-occupancy guest •	4	3
\$50 Onboard Credit per single- or double-occupancy guest •	8	6
\$75 Onboard Credit per stateroom •	6	5
Plate of Chocolate-dipped Strawberries — one per stateroom	1	1
Sparkling Wine & Strawberries — one bottle of Bon Voyage Sparkling Wine and a plate of Chocolate-dipped Strawberries — one per stateroom	3	2
Selection of Deluxe Canapés — one per stateroom	3	2
Internet Café Package — 100 minutes including access fee — one per stateroom	4	3
\$25 Casino Credit per guest	3	3
Celebration Cake per stateroom	2	1
\$50-value Fountain Soda Card per guest	4	3
\$50-value Non-alcoholic Beverage Card per guest	6	5
\$25-value Beverage Card per guest	4	3
\$50-value Beverage Card per guest	6	5
Charity GAP: Donation of \$50 per stateroom for 4- to 11-day sailings and \$100 per stateroom for cruises of 12 days or longer	4	4
GAP AMENITIES: LAND PORTION OF ALASKA LAND+SEA JOURNEYS		
Dinner at Westmark Fairbanks per guest	5	5
Lunch aboard McKinley Explorer® Railcar per guest	3	3



♣ Head of the Family or Wedding Couple complimentary, between meta, upgrade will be applied to one stateroom booking of your choice based on availability. Requires a minimum of 8 staterooms booked. Upgrade does not apply towards Pinnacle Suites (PS).

♣ Family Member complimentary, within meta, upgrade will be applied to all family member bookings of your choice based on availability. Requires a minimum of 8 staterooms booked. Upgrade does not apply towards Pinnacle Suites (PS), Family Staterooms (FA, FB) or Lanai (CA).

♦ Groups larger than 16 guests will be charged \$5.00 per guest for each additional guest.

♦ Per-person amenities apply to 3rd and 4th guests.

★ Requires minimum of 15 guests.

♣ Group tours cancelled by the Travel Partner within three weeks of the sail date of the cruise are nonrefundable.

▼ Party may not be accommodated on same day as Group Shore Excursion.

■ If less than 25 paid guests, the group will instead receive the GAP points available at the time the group was originally set up. Due to the limited capacity of the Culinary Arts Center, groups must identify this option at the time of initial booking. The number of groups we can accept under this program on any sailing may be limited. Additional fees may apply. 15-minute set-up/take-down will be deducted from sessions.

♦ GAP points may only be used to improve Tour Conductor ratios for U.S. and Canadian agency bookings.

✦ Travel Professional Host Stateroom requires a paid group size of 10 full-fare guests. Taxes, Fees, Port Expenses and non-commissionable fares are additional. Rate for single occupancy is \$145.00 per day. Alaska Land+Sea Journey host staterooms are at a 50 percent discount of group rates or \$75.00 per person, per day, whichever is higher. Earned Tour Conductor Credits count, but travel professional host staterooms do not count toward Tour Conductor credits. Stateroom must be occupied by a Holland America Line-qualified travel professional and guest.

▶ Free upgrade will be applied to one stateroom at Holland America Line's discretion. Requires a minimum of five staterooms booked. Vista-class ships, Signature-class ships, *ms Prinsendam* and *ms Veendam* only. Some restrictions apply. Please contact Holland America Line for specific details.

● GAP Onboard Credits not combinable with other GAP Onboard Credits; only one onboard credit selection allowed per group.

GAP amenities are per person for the first and second guest in each stateroom unless specified. Select promotions may not be combinable with the GAP Program. Participation must be specified at the time the group is set up; changes will be allowed up to but no later than 90 days prior to sailing. GAP amenities should be assigned via Polar Online. Amounts are quoted in U.S. dollars. Restrictions and conditions other than those stated may apply.

Effective through 2016. Once the Holland America Line 2017 GAP menu becomes available, the 2016 GAP menu will no longer be in effect for 2017 selections.