



YTB SALES FOCUS: CRUISE SALE:

The cruise sale is setup to begin on 10/17 for 14 days.
- Cruise Sale -

Your passengers will receive an ONBOARD VALUE COUPON BOOK
Valued at \$450.00 YOUR PAX also qualify for the REDUCED DEPOSIT ~~

~ SEE BELOW FOR SPECIFICS ~

All qualified bookings made during this period will automatically be eligible for our
Onboard Value Booklet **(OVB)**
One per guest, max of 2 per stateroom
The booklet is delivered to your client's cabin.

Please see 2nd page for EXCLUSIVE CRUISE SALE OFFERS

Cruise Night Promotions:

Onboard Value Booklet w/ Reduced Deposit promotion. Promotion code: CN2:

All Cruise bookings will receive an Onboard Value Booklet**

Cruises 0-7 days: \$100pp USD deposit

Cruises 8-14 days: \$200pp USD deposit

Cruises 15+ days: \$300pp USD deposit

** Grand Voyages are excluded.

Onboard Value Booklet w/ Reduced Deposit promotion. Promotion code: CN3

All Cruise Tour bookings will receive an Onboard Value Booklet**

All Cruise Tours: \$200pp USD deposit

[*see attached flyer for value coupon book information](#)

Focus:

Our incredible line up of Holiday sailings is in great need of your sales efforts. We have put out some very aggressive pricing in the market and I'll recap some of the sailings with best availability and best values.

- Amsterdam 12/20 7-day & Ryndam 12/18 8-Day Caribbean are from only \$599
- Prinsendam 12/21 14-day Caribbean is from \$1799
- Veendam 12/20 17-day South America is from \$2499
- 12/19 Volendam 16-day New Zealand Discovery is from \$1699

Our last minute sailings with availability are a great opportunity to increase your 2011 numbers even further.

- Fall Panama Canal on Statendam 10/14 14-day is from \$699 -- that is only \$50 per day!
- Westerdam 10/29 15-day is from \$799
- The Zaandam 11-day Mexico 10/12 is from \$599 (629 CAD).

December 12th. 11-Day Southern Caribbean Wayfarer on ms Noordam from \$799 Ports visited include St. Maarten, St. Lucia, Barbados, Martinique, Daylight passing Mount Pelee, Dominica, St. Thomas, and Half Moon Cay.

Alaska CruiseTours Weekly highlight tour!!

This week's focus tour is **D6** a 14-day Denali Plus Kenai. Guests will travel from Fairbank to Vancouver or reverse and are able to enjoy adventures in Denali National Park, Fairbanks, Anchorage, and Seward, along with a 7-day Glacier Discovery cruise. Guests can choose to tour first from \$1949 or cruise first from \$1699

Highlights include:

- Tour concierge
- McKinley Explorer
- Tundra Wilderness Tour in Denali National Park
- Gold mine and sternwheeler experience in Fairbanks
- Optional packages such as Anaktuvuk Pass, Kenai Fjords National Park or Portage Glacier.
- 7-Day Glacier Discovery Cruise including exciting ports as Ketchikan, Juneau, Haines or Skagway, and on all departures Glacier Bay National Park.
- Ability to customize guest experience through shore or land excursions.
(<http://www.hollandamerica.com/cruise-destinations/ShoreExcursions.action>)

Call Your BDT: Your Business Development Team is ready to help you with all of your promotional needs and to work with you to get your marketing in place. Give them a call: 1-800-544-0443.