



HOLLAND AMERICA LINE

ONBOARD CODE OF ETHICAL CONDUCT (To be turned in onboard)

Holland America Line welcomes groups and group leaders aboard our beautiful vessels.

Group business is a very important part of the mix of guests aboard Holland America Line ships.

Group leaders and Travel Agent group hosts play an integral role in keeping their clients happy and well attended from their agency perspective. It also creates a bond among the group members – and creates an opportunity for selling future voyages whilst onboard. This facet of sales is recognized and encouraged. Discussion of future travel agency offerings in private meetings and private cocktail parties is also encouraged.

ETHICS CODE – for Travel Agents and Group Leaders

It is against Holland America Line policy to have one travel entity solicit clients of another travel entity while sailing aboard a Holland America Line ship.

It is against Holland America Line policy to distribute agency sales flyers and sales letters, offering future cruises to Guests who were booked by another agency.

I fully understand the Onboard Code of Ethical Conduct. I further understand that my failure to adhere to this Onboard Code of Ethical Conduct will be considered a violation of Section A.6 of the cruise contract, and may result in my disembarkation.

Signature of Travel Agent/Group Leader Co-Signature Onboard Cruise Consultant
Guest Relations Manager

----- Date -----

----- Date -----

Code of Conduct.TA.030306

Thank you for choosing Holland America Line