

Client:
Holland America Line

Media:
Data sheet

Objective:
*Promote Alaska travel
to travel professionals*

For travel agents, Alaska can be a difficult destination to sell. There are a wide range of cruise options with many different choices for land tours.

To help travel agents select the right trip to Alaska, Holland America Line created this "Alaska Made Simple" flyer. It outlines some of the basic choices, sells the benefits of the destination, and includes a worksheet travel agents can use to calculate fares.



COPY

(Front)

Alaska Made Simple

Three exciting Holland America Westours Cruisetours make it easier than ever to price and book Alaska vacations.

(Inside)

Selling Alaska has never been easier.

Because there is so much to see and do in Alaska, it can be a challenge to select the right cruisetour for the right client – especially with dozens of choices in our Alaska Cruises and Cruisetours brochure.

So to help you and your clients sort through the myriad of possibilities, we've decided to highlight three of our most popular itineraries. These tours take your clients to the most popular attractions in Alaska and much, much more.

Inside is all the information you need to start booking your clients, including information about ships, itineraries and departure dates – along with fares and special savings available.

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**Three great adventures.
Three simple choices.**

These are the sights your clients want to see...the breathtaking Inside Passage – teeming with wildlife and dotted with historic ports. Lively Gold Rush boom towns – full of character and charm. Gigantic glaciers – shimmering blue in the sun. This is just a taste of what Alaska has in store.

Inside, you'll find details on our three basic cruisetours which offer Alaska's most popular sights.

These include:

- The Great Land Explorer (Cruisetour #20) – featuring a 3-day Inside Passage cruise with a call at historic Ketchikan, the state capital of Juneau, a daylight Lynn Canal cruise, a visit to the Yukon Wildlife Preserve, a journey along the scenic Alaska Highway, and visits to Fairbanks, Denali National Park and Anchorage.
- The Alaska and Yukon Adventure (Cruisetour #30) – offers an itinerary similar to the Great Land Explorer, but features a port call in Sitka instead of Ketchikan and adds a Glacier Bay cruise.
- The Glacial Wonders (Cruisetour #51) – featuring a 7-day Glacier Route cruise with port calls in Ketchikan, Juneau and Sitka and a land tour with visits to Anchorage, Fairbanks and Denali National Park.

Alaska – Simply Sensational

Holland America Westours exclusives make Alaska come alive.

Holland America Westours has more ways to see and experience the Great Land than anyone else. Our host of tour exclusives means your clients will see the best sights and attractions – in the most luxurious, comfortable way possible.

Here's a sampling of the Holland America Westours exclusives:

- Alaska's only 5-star fleet (as rated by Ocean and Cruise News) with the best cuisine, service and entertainment found in Alaska.
- Exclusive mv Fairweather gives your clients a fascinating look at Lynn Canal during daytime hours along with the VistaZoom video system for up-close scenic and wildlife views.
- mv Ptarmigan dayboat takes your clients right up to the face of Alaska's Portage Glacier.

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- Alaska-Yukon Explorer loungecoaches that boast extra large windows, plush seats and a club car with an attendant to serve drinks and snacks.
- The railcars of the McKinley Explorer -Alaska's most popular luxury rail experience, featuring glass-domed windows for unobstructed views.
- Guaranteed wildlife sightings at the Yukon Wildlife Preserve, an opportunity to see and photograph native wildlife in their natural habitat.
- Extra service and attention from more than 2,500 Holland America Westours employees in Alaska and the Yukon, more than all other tour companies combined.

Holland America Westours makes it simple.

Inside, you'll find a handy worksheet for calculating your clients' total tour costs, with instructions and an example for easy reference. Simply help your clients select an appropriate cruisetour and the date they'd like to travel. Then follow the easy steps to determine the total fare.

So read the enclosed information and see how simple it can be to sell Alaska.