

## Black Friday Sale:

### OFFER SUMMARY

#### Parameters

<b>OFFER NAME</b>	Black Friday Sale
<b>TIMING</b>	November 23, 2021 – November 30, 2021
<b>TARGET AUDIENCE</b>	New and repeat cruise guests
<b>CURRENCY / MARKET</b>	EUR
<b>OFFER TYPE</b>	Public Offer

#### Primary Offer Messaging:

##### EUR:

Have it all with our Black Friday sale! Book by 30 November and enjoy our best amenities included in your fare— plus we'll cover Crew Appreciation, a value of US\$100 per person. Reserve your stateroom or suite on select 2021-2023 cruises and receive:

- DRINK PACKAGE
- SHORE EXCURSION(S)
- WI-FI
- SPECIALTY DINING
- **CREW APPRECIATION**

Book your dream cruise for 2021-2023 and enjoy one of our best offers for one week only!

##### EUR

Have it all. Our best amenities included:

- DRINK PACKAGE
- SHORE EXCURSION CREDIT
- WI-FI
- SPECIALTY DINING

Bonus Black Friday Offer:

- CREW APPRECIATION

#### Details

<b>PRODUCT</b>	Available for all sailings through Winter/Spring 2023 Excludes Summer '23 voyages and Grand World Voyages <b>Priority Products:</b> <b>EUR: Europe, Med &amp; Caribbean</b>
<b>ELIGIBLE SAILINGS</b>	See master list in folder for sailings. Subject to availability. Offer is capacity controlled and may be modified or withdrawn at any time.
<b>ELIGIBLE METAS</b>	All METAs
<b>PROMOTION CODES</b>	ZO* - Black Friday
<b>HOW TO BOOK</b>	Guests may book through their preferred travel agent, call center, cruise consultant or via the hollandamerica.com website

## Combinability

Not Combinable with:	Combinable with:
Concessioned groups* (X**)	Standard Group Rates (LG)
Casino fares (UX/UY)	GAP & TC
Industry rates (Y**)	Association promos - AAA, AMEX (V**)
	Agency promos - Cruise Nights, On Stage Alaska (C**)
	Flash (QF*)
	Non-Refundable Deposit (QA*)
	Advantage Fares (NH*)
	Campaign fares (UG/UH/US/UT)
	Restricted region promos (K**)
	Casino Savings Discount (DE*)
	Air Offers (J**)
	Stealth Net Rates (MN*/BX*)
	Save Now, Cruise Later (NX*/DX*)
	Group Move Rates (BG*)
	Early Pay Incentive (DH*)
	Select Account Rates (M**)
	Net Rates (B**)
	Keystone Groups (B**)

## **T&Cs (EUR)**

Fares are based on Promotion Code: ZO\*. Featured fares are per person based on double occupancy (cruise or Cruisetours only). Taxes, Fees & Port Expenses are included. *Have it All* amenities are subject to availability, available for new bookings only, and are not transferable or refundable. *Have it all* fares are applicable on select 2021, 2022 & 2023 departures and exclude Grand Voyages and any voyage 5 days or less.

**Signature Beverage Package** has a daily limit of 15 beverages, which includes all beverages priced at US\$11.00 or less and includes crew appreciation. Beverage packages include non-alcoholic beverages such as sodas and specialty coffees. Guests must order beverages one at a time and must be 21 years or older for alcoholic beverages. Sharing is not permitted. Beverage management reserves the right to revoke the package if misused and refuse service for any reason, including service of alcoholic beverages to intoxicated guests. Package excludes purchases made in Signature Shops, Mini Bar and In-Room Dining, or beverages on Half Moon Cay.

**Specialty dining is** based on cruise duration and ship type. For 6–9-day voyages, guests will receive one night at Pinnacle Grill or Tamarind. For ships without Tamarind, guests will receive one night at Pinnacle Grill or Canaletto. For 10–20-day voyages, guests will receive two nights: one night at Pinnacle Grill and one night at Tamarind. For ships without Tamarind, guests will receive two nights: one night at Pinnacle Grill and one night at Canaletto. For 21+ day voyages (excluding Grands), guests will receive three nights: one night at Pinnacle Grill, one night at Tamarind and one night at Canaletto. For ships without Tamarind, guests will receive three nights: two nights at Pinnacle Grill, one night at Canaletto. Offer excludes Specialty Dining Events in the Pinnacle Grill such as Sel De Mer, De Librije and Sommelier Dinner. Reservations and dining times will be available to pre-reserve.

**Shore excursion** offer is based on cruise duration. For 6–9-day voyages, guests can choose one shore excursion (up to US\$100 value) or apply US\$100 off any one tour. For 10–20-day voyages, guests can choose two shore excursions (up to US\$100 value per tour) or apply US\$100 off each of any two tours. For 21+ day voyages (excluding Grands), guests can choose three shore excursions (up to US\$100 value per tour) or apply US\$100 off each of any three tours. Credit in US dollars. Credit must be used on the Cruise and any unused or remaining Credit amount at the end of the Cruise will be forfeited. Excursions can be booked with Credit pre-cruise or may be booked onboard and are subject to availability. If you or Holland America Line (“HAL”) cancels an excursion more than 3 days prior to the Cruise’s departure, we will re-issue your Credit to be used toward another excursion, which can be booked prior to departure or while on board the Cruise. If you or HAL cancel an excursion for which you used your Credit, either less than 3 days prior to Cruise’s departure or while on board, we will issue you a non-refundable onboard credit equal to the amount of your Credit for the cancelled excursion, which can be used toward another excursion during the Cruise. If you cancel the Cruise for any reason, you shall forfeit your Credit in its entirety (cancellation is also subject to HAL’s standard cancellation policy. Offer is capacity controlled and therefore, is subject to availability. Offer (or any part of the Offer) and/or its terms may be modified or withdrawn at any time with or without notice. Offer, including Credit, are non-transferable, non-refundable, and have no cash value. Offer may not be combinable with other discounts or offers.

**WI-FI Surf Package:** Surf your favorite sites including emails, sports, and news and general browsing. All onboard Internet usage is subject to HAL standard policies, which may limit browsing of some sites due to network security and bandwidth usage. Applications that use high bandwidth may be blocked and offerings are subject to change with or without notice. The plan can be activated on any device but only one device can be actively connected at a time. Upgrades are available once onboard for a single day or the remaining duration of the voyage or for adding more devices. Offer applies to guests 1 & 2 only in a stateroom.

**Black Friday Offer:** Black Friday Offer (“Offer”) is available for 1<sup>st</sup> and 2<sup>nd</sup> guests only with new bookings made between November 23, 2021 and November 30, 2021 on eligible cruises or cruisetours (“Cruise”). Eligible Cruises include sailings between November 23, 2021 through December 31, 2023, excluding Summer 2023 sailings and Grand Voyages. Eligible bookings made with this Offer will receive prepaid stateroom gratuities onboard their Cruise. Limit one Offer per person

per booking. Gratuities for other services including but not limited to bar, dining room wine accounts, and spa/salon services are not included. Offer has no cash value and is not combinable with concessioned groups, casino rates or industry rates.

Offers are capacity controlled and may be modified or withdrawn without prior notice. Other restrictions may apply. Black Friday Offer ends November 30, 2021. Ships' Registry: The Netherlands.