



Dear Discriminating Traveler,

We currently are developing the itinerary for our 2018 Grand World Voyage, and as always, we highly value the assistance of experienced and knowledgeable travelers like you. Please share your candid opinions with us, as your input is invaluable in the creation of an exciting Grand World Voyage itinerary. **Please help us by completing the survey and returning it to the Front Desk.** I would like to thank you in advance for your support of Holland America, and your help with this survey.

Sincerely,

Stein Kruse
Chief Executive Officer, Holland America Group

Survey Instructions: The following survey has two sections—the first will ask about your interest in future Grand World Voyages and the second will ask you to rank possible ports and destinations based on your level of interest in visiting them. Please circle the letter that corresponds with your answer or fill in the appropriate bubble on each question. Thank you.

SECTION 1: CRUISE HISTORY AND FUTURE INTEREST:

1. How many full Grand World Voyages have you ever taken on Holland America or any other cruise line prior to your current voyage?

| Number of full prior Grand World Voyages | Holland America Full Grand World Voyage | Other Cruise Line World Voyage |
|--|---|--------------------------------|
| Zero | <input type="radio"/> | <input type="radio"/> |
| 1 | <input type="radio"/> | <input type="radio"/> |
| 2-4 | <input type="radio"/> | <input type="radio"/> |
| 5-7 | <input type="radio"/> | <input type="radio"/> |
| 8-10 | <input type="radio"/> | <input type="radio"/> |
| 10 or More | <input type="radio"/> | <input type="radio"/> |



2. How many segments of Grand World Voyages had you ever taken on any cruise line prior to your current voyage?

| Number of segments of Grand World Voyages | Holland America GWV segment | Other Cruise Line WV segment |
|---|-----------------------------|------------------------------|
| Zero | <input type="radio"/> | <input type="radio"/> |
| 1 | <input type="radio"/> | <input type="radio"/> |
| 2-4 | <input type="radio"/> | <input type="radio"/> |
| 5-7 | <input type="radio"/> | <input type="radio"/> |
| 8-10 | <input type="radio"/> | <input type="radio"/> |
| 10 or More | <input type="radio"/> | <input type="radio"/> |

3. Have you taken another cruise of 20 days or longer (not part of the Grand World Voyage) with Holland America in the last five years? (circle your response)

- a. Yes
b. No

4. How likely are you to take another full Grand World Voyage in the next 5 years on Holland America or any other cruise line?

| | Holland America full GWV | Other Cruise Line full WV |
|-------------------|--------------------------|---------------------------|
| Very likely | <input type="radio"/> | <input type="radio"/> |
| Somewhat likely | <input type="radio"/> | <input type="radio"/> |
| Not at all likely | <input type="radio"/> | <input type="radio"/> |
| I am unsure | <input type="radio"/> | <input type="radio"/> |

5. How likely are you to go on a segment of a Grand World Voyage in the next 5 years on Holland America or any other cruise line?

| | Holland America GWV segment | Other Cruise Line WV segment |
|-------------------|-----------------------------|------------------------------|
| Very likely | <input type="radio"/> | <input type="radio"/> |
| Somewhat likely | <input type="radio"/> | <input type="radio"/> |
| Not at all likely | <input type="radio"/> | <input type="radio"/> |
| I am unsure | <input type="radio"/> | <input type="radio"/> |



SECTION 2: PICK AND RANK REGIONS AND PORTS

6. If you could pick your top-three major regions to cruise on a Grand World Voyage, what would they be? Select the three regions you are most interested in, ranking them in order of your level of interest and write the corresponding letter in the appropriate space.

| | RANKING |
|--------------------------|----------|
| a. South America | |
| b. South Pacific Islands | |
| c. Australia/New Zealand | #1 _____ |
| d. Asia | |
| e. Africa | #2 _____ |
| f. Middle East | |
| g. Europe | #3 _____ |
| h. Central America | |
| i. Antarctica | |

7. If you could pick your top-three secondary regions to add to a Grand World Voyage, what would they be? Select up to three regions you are most interested in, ranking them in order of your level of interest and write the corresponding letter in the appropriate space.

| | RANKING |
|--------------------|----------|
| a. Amazon River | |
| b. Black Sea | |
| c. West Africa | #1 _____ |
| d. South Africa | |
| e. Japan/China | #2 _____ |
| f. Mediterranean | |
| g. India/Sri Lanka | #3 _____ |
| h. Caribbean | |
| i. Southeast Asia | |



8. Are there any specific major ports you would want included on a Grand World Voyage? Select up to four major ports you are most interested in, ranking them in order of your level of interest and write the corresponding letter in the appropriate space.

- | | RANKING |
|---------------------------------|----------------|
| a. Sydney, Australia | |
| b. Hong Kong, Hong Kong (China) | |
| c. Rio de Janeiro, Brazil | #1 _____ |
| d. Bangkok, Thailand | |
| e. Singapore, Singapore | #2 _____ |
| f. Dubai, UAE | |
| g. Shanghai, China | #3 _____ |
| h. Mumbai, India | |
| i. Cape Town, South Africa | #4 _____ |
| j. Barcelona, Spain | |
| k. Venice, Italy | |
| l. Istanbul, Turkey | |

9. Are there any more secluded or exotic ports you would absolutely want included on a Grand World Voyage? Select up to four major ports you are most interested in, ranking them in order of your level of interest and write the corresponding letter in the appropriate space.

- | | RANKING |
|------------------------------|----------------|
| a. Lisbon, Portugal | |
| b. Manila, Philippines | |
| c. Incheon, South Korea | #1 _____ |
| d. Doha, Qatar | |
| e. Half Moon Cay, Bahamas | #2 _____ |
| f. Easter Island, Chile | |
| g. Papeete, French Polynesia | #3 _____ |
| h. Callao, Peru | |
| i. Kaohsiung, Taiwan | #4 _____ |
| j. Perth, Australia | |
| k. Casablanca, Morocco | |



10. (Optional) Are there any ports or regions we missed? Are there any destinations on your bucket list that you would want included on a Grand World Voyage? Let us know:

(End of survey. Thank you for your participation!)