Holland America Line®
CULTURE FRAMEWORK

OUR CORPORATION'S COMMON GOALS...

CORPORATE VISION

As the global leader in the cruise industry, we will lead the way in innovative and sustainable cruising to deliver memorable vacations and build borderless connections.

CORPORATE MISSION & PURPOSE

To deliver unforgettable happiness to our guests by providing extraordinary cruise vacations, while honoring the integrity of every ocean we sail, place we visit and life we touch.

...AND EXPECTED BEHAVIORS...

CULTURE ESSENTIALS

- SPEAK UP
- RESPECT AND PROTECT
- IMPROVE
- COMMUNICATE
- LISTEN AND LEARN
- EMPOWER

...DELIVERED IN THE HAL WAY...

HAL PURPOSE & VALUES

HOLLAND AMERICA LINE PURPOSE

We make travel personal for our guests through expertly crafted itineraries, extraordinary service and genuine connections that create exceptional experiences, every time.

HOLLAND AMERICA LINE VALUES

WE OPERATE SAFELY AND WITH INTEGRITY
Integrity is the foundation for everything that we do. We trust each other and operate with transparency. We take care of our communities, each other, our guests, and our planet. We do the right thing, always.

WE ARE IN SERVICE TO OUR GUESTS IN EVERYTHING WE DO
We welcome our guests as part of our family. We value every interaction with our guests and seek opportunities to create genuine connections and meaningful moments with them.

WE ARE CURIOUS AND ALWAYS IMPROVING
We welcome new ideas and foster innovation. We keep an open mind and seek opportunities to grow. We value data and openness in making our decisions. We learn from our failures and focus on improving for today and tomorrow.

WE WIN AS A TEAM
Success takes teamwork. We promote a culture of care, where everyone can achieve their full potential and have fun. We embrace differences and celebrate diversity. We look out for each other because we are a team.

WE ARE ALL ACCOUNTABLE FOR OUR RESULTS
We take ownership for our actions. We set ambitious goals and collaborate to achieve them. We rely on each other and have each other's back to deliver results.