

P&O Cruises	Princess Cruises	P&O World Cruising	Cunard	Carnival Cruise Lines
Negative Phrase Match	Negative Phrase Match	Negative Phrase Match	Negative Phrase Match	Negative Phrase Match
pocruises.com	princess	pocruises.com.uk	cunard	carnival
pocruises.com.au	princess.com	pocruises.com	cunardcruise	carnival.com.au
p&oaustralia	princesscruises.com	p&ouk	cunardcruises	carnival.com
p0	princesscruises	p & o	cunard	carnivalspirit
p & o	princesscruise	p&0	cunard.com	carnivallegend
p&0	princesscruiseline	p & 0	cunardline.com.au	carnivallegend
p7o	princesscruiselines	pando	cunard	carnivalsplendor
p+0	pcl	p and o	cunardline	carnivalsplendour
p+o	caribbean princess	p n o	queen mary 2	splendour
p & 0	coral princess	p an o	qm2	splendor
pando	crown princess	po cruise	queen mary	spirit
pand0	sky princess	po cruises	queen elizabeth	legend
p and o	diamond princess	p&ocruises	queen victoria	carnivalcruise
p n o	emerald princess	p&ocruise		carnivalcruises
p an o	golden princess	pocruise		
po cruise	grand princess	pocruises		
po cruises	island princess	britannia		
p&ocruises	majestic princess	aurora		
p&ocruise	pacific princess	azura		
p&ocruise	royal princess	oceana		
pocruise	ruby princess	ventura		
pocruises	sapphire princess	arcadia		
p7ocruises	sea princess	oriana		
p7ocruise	star princess			
p0cruise	sun princess			
p0cruises	regal princess			
adventure	enchanted princess			
explorer	ocean medallion			
pacificexplorer				
pacificadventure				
pacificencounter				
pacific explorer				
pacific adventure				
pacific encounter				
like no place on earth				
likenoplaceneearth				

Prohibited Keywords for Agencies online advertising

Branded terms, in any form all words together or separated and in combination with other words

Holland America Line

Holland America

HAL

Ship names in any form, either preceded by 'ms' or followed by 'ship'

Amsterdam

Eurodam

Koningsdam

Maasdam

Nieuw Amsterdam

Nieuw Statendam

Noordam

Oosterdam

Prinsendam

Rotterdam

Veendam

Volendam

Westerdam

Zaandam

Zuiderdam

Trademarked terms: HOLLAND AMERICA®

HOLLAND AMERICA LINE®

SIGNATURE OF EXCELLENCE®

HOLLAND AMERICA CRUISES®

HOLLAND AMERICA TOURS®



SEABOURN®

PROHIBITED KEYWORDS FOR AGENCIES ONLINE ADVERTISING

Branded terms, in any form all words together or separated and in combination with other words:

- seaborn
- seabourn
- seabourne
- sea bourn
- sea bourne
- [www.seabourn](http://www.seabourn.com)
- seabourn.com
- seabourn ship
- seabourn line
- seabourn cruise line
- seabourn cruise Ship

Names in any form preceded by any form of Seabourn:

- (Seabourn) Odyssey
- (Seabourn) Sojourn
- (Seabourn) Quest
- (Seabourn) Encore
- (Seabourn) Ovation
- (Seabourn) Venture

Trademarked Terms:

- Caviar in the Surf®
- Pure PamperingSM
- Personal Valet® luggage service
- Seabourn's Personal ShopperSM
- Complimentary Massage Moments® on deck
- Movies Under the Stars®
- The Spa at SeabournSM
- Vintage SeabournSM
- Seabourn to a TeaSM
- Evening Under the Stars®
- Flight Ease®
- SeabournShield®
- Ventures by SeabournTM