



CRUISE LINES INTERNATIONAL ASSOCIATION
UK & IRELAND

for Travel Agencies and
Independent Cruise Sellers

**Training and Inspiration for the UK & Irish Cruise Community
through online learning, training and networking events**

www.cruiseexperts.org



CLIA UK & Ireland is a member of Cruise Lines International Association (CLIA), the world's largest cruise industry trade association with representation in North and South America, Europe, Asia and Australasia.

CLIA is engaged in travel agent training, research and marketing communications to promote the desirability of cruise holidays with thousands of travel agency and travel agent members. CLIA's Executive Partner programmes include the industry's leading providers of supplies and services that help cruise lines provide a safe, environmentally-friendly and enjoyable holiday experience for millions of passengers every year.

In 2013, CLIA trained over five thousand travel agents, with over 17,000 courses completed online in the Learning Academy.



CLIA UK & Ireland is here to help you **cut through** the cruise information, terminology, trends and opportunities; and help you **grow** the cruise side of your business.

And here are a few reasons why joining us can benefit both your business and your clients:

Membership includes:

- **Completely updated and refreshed interactive online learning programme** covering cruise products, destinations, specific cruise sales techniques, the customer cruise experience, latest trends and much more.
- CLIA UK & Ireland operates the **only cruise accreditation programme in the country** and is **now accredited by City & Guilds**
- Free places at our evening **“Kick Start Your Cruise Sales”** events across the UK for all members of your team to attend - and a whole range of cruise events across the UK brought to you by a team dedicated to the industry
- **Highly discounted registration** to our annual Selling Cruise Conference and River Cruise Convention - providing networking contacts, conference sessions on growing cruise sales, and a selection of ship visits
- Monthly **Informer magazine** updates on the latest news (and weekly e-news updates) - plus our in-depth and completely updated FAQ section, and Resource Centre with the latest industry news, trends and reports
- News updates and product updates online, and through **social networking** on Facebook, Twitter and YouTube, Flickr, Tumblr & Google +
- **Interactive Zone** on the CLIA UK & Ireland website with webinars, cruise articles, key contacts, and a weekly blog “What The Trade Press Said” - so that you will not miss any big announcement or development in the cruise industry, and so that you can keep abreast of product developments across our 46 cruise line members
- Access to our online Cruise Search **iSell**, provided by our Executive Partners Traveltek
- Recognition as members, through use of the **CLIA UK & Ireland logo** in any branded material and a **membership listing** on our consumer facing website Discover Cruises
- A brand new section on **‘Events, Ship Visits and Promotions’** where cruise lines supply all cruise related events and offers just for CLIA members - it is the ultimate listing of how you can get the best from the industry





Other great opportunities include:

- Ship visits
- Participation and support during CLIA Cruise Week
- Cruise Expo events* - our specialist learning days
- Online Cruise Resource Centre
- UK Cruise TV
- Webinars
- Annual Cruise Excellence Awards to recognise achievement

And we also want to hear from you about other opportunities that could benefit you and your business, such as:

- Dedicated consumer and/or agent networking events
- Bespoke learning
- Training reports covering your team
- Dedicated tour operator Lunches/Evening Showcases

All of this is available at an amazing joining fee from just £200 + VAT per year

Consortium members are eligible for 10% off the Full Joining Fee, Reduced Membership fees for **Satellite branches** (£100 + VAT) and **Independent/Homeworker** members (£78 + VAT)

So get ready to start building those profits from the most vibrant part of the travel industry - CRUISE - and contact Alex at aholubowicz@cruising.org

* Additional cost may apply, and subject to availability

Great Insight Into The World Of Cruise

from CLIA UK & Ireland

- One in every eight package holidays booked is now a cruise
- More than 1.7m British passengers took an ocean cruise holiday in 2012
- The average price paid in 2012 fell by £46 to £1,388
- 36% of passengers were on their first-ever cruise
- Norwegian fjords trumped the Caribbean to become the second hottest destination for cruising Brits
- More than half of all passengers took more than one cruise during 2012
- A record 52 UK ports were visited by cruise ships
- The number of passengers embarking at British ports has pushed the total to just under 1 million
- Strong demand for European destinations boosts river cruise market by 14%



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