

CLIA UK & Ireland A Look Back at our key milestones



Formed in November 1986, originally named PSARA (the Passenger Shipping Association Retail Agent Scheme) and until 2013 called ACE (Association of Cruise Experts), CLIA UK & Ireland is here to provide the ultimate cruise training and support to travel agents in the UK and Ireland.

ACE/PSARA were then part of the wider Passenger Shipping Association (PSA), the trade association for the cruise and ferry industry in the UK, who realised that to encourage people to travel by sea there needed to be an industry-wide cruise training body.

Some of our recent milestones have been:



2006

- First PSARA website launched with new logo
- First evening Showcase events launched in Manchester, Birmingham and London



2007

- Re-named to ACE (Association of Cruise Experts)
- First ever ACE Cruise Convention (in Dover)

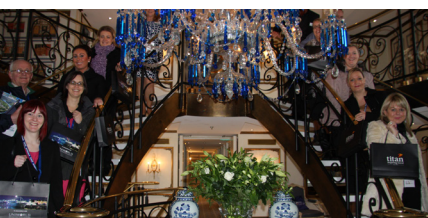


2008

- First National Cruise Week held (in September)
- Our first Cruise Excellence Awards held

2009

- Our first Expo event (held in Scotland)
- Win awards for cruise learning programme



2011

- First River Cruise Expo (in Amsterdam)

2012

- Splitting of ACE Cruise Convention into two separate events: Selling Cruise Conference and Columbus Day
- First Think Differently Seminars, Working Lunches and Cruise Showcases
- New website launched



2013

- ACE is re-named CLIA UK & Ireland as part of a global organisation, ensuring that we are one industry - one voice