

Paul Gauguin
 CRUISES

TAHITI FRENCH POLYNESIA & THE SOUTH PACIFIC



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Paul Gauguin Cruises Joins CLIA!

from the bridge

Terry Dale, CLIA President and CEO



There hasn't been a whole lot of good news in the papers recently but I'm just back from the Cruise Shipping Miami conference and I have to tell you that Spring is not the only thing the cruise industry has to look forward to. CLIA member lines are steaming ahead confidently and there are some encouraging signs on the horizon, as you'll read in this issue of CLIA Today. So, take advantage of everything CLIA has to offer, including a fabulous cruise3sixty conference in Fort Lauderdale April 2-6. We have the resources to help you and together we'll all sail through 2009 with flying colors.

CLIA breaking news

CLIA Cruise Line Executives Look Ahead at Cruise Shipping Miami



Current economic conditions do not make it easy but they are not going to stop the cruise industry from moving forward and coming out of the storm stronger, bigger and more appealing than ever. This was the key message given by several cruise line executives at Cruise Shipping Miami in Miami on March 17. CLIA member lines will do whatever they have to in the short term and count on consumer awareness of the outstanding value of a cruise vacation to keep ships operating at full capacity, they said.

Speaking to more than a thousand attendees who represented virtually every segment of the cruise business, Rick Sasso, chairman of the Cruise Lines International Association's Marketing Committee and president and CEO of MSC Cruises USA, delivered the introductory State of the Industry address. Afterward, he was joined in panel discussion by Norwegian Cruise Line Corp.'s new president, Kevin Sheehan; Gerry Cahill, president and CEO of Carnival Cruise Lines; Adam Goldstein, president and CEO of Royal Caribbean International; Dan Hanrahan, president and CEO of Celebrity Cruises and Azamara Cruises; and Stein Kruse, president and CEO of Holland America Line.

Sasso told the audience, "We can't ignore that we are living in challenging times, with a highly volatile market environment. Despite the roller coaster ride of the global economy, however, the cruise industry is in an advantageous position." He noted that since 1980 to the present, a period encompassing several economic downturns and negative world events, the cruise industry has averaged an annualized growth of 7.4%. He then summed up some of the industry's statistics and projections:

- CLIA member lines are expected to have had a record 13.01 million guests in 2008, with 10.1 million from the US and Canada; 13.35 million worldwide are predicted for 2009. CLIA is forecasting an increase of 5% in net passenger capacity and total passenger growth based on 102 percent occupancy
- In 2008, there was a 26% percent annual increase in international passengers versus 2007. The estimate for 2008 is that a record 22.4% of guests will come from international markets; up from 18.4 percent the previous year.

- The industry's collective economic impact also continues to grow year over year. The results of CLIA's most recent American Economic Impact Study shows that cruises generated a total of \$38 billion in American economic output and generated 354,700 jobs in the U.S. alone.
- Direct spending in America by cruise lines, their employees and passengers totaled \$18.6 billion
- The top 5 states that were most positively affected by the cruise industry are: Florida, California, Alaska, New York and Texas – with all 50 states realizing a positive economic impact from the cruise industry.
- In terms of future growth and new ships being constructed, CLIA member cruise lines are investing nearly \$14 billion on 21 brand new vessels that enter the North American marketplace between 2010 and the end of 2012. This year, 14 new ships will join the CLIA fleet
- By 2012, fleetwide capacity will increase 23% increase from 2008, with growth in every segment of the industry and represented by all types of new cruise ships, including 13 ships with fewer than 1,500 beds.

Sasso and his colleagues agreed that new ships and the balance between innovative shipboard experiences and appealing shoreside activities will be key to generating the consumer interest that will drive the industry's success. But there are other factors that work to the industry's advantage:

- Baby Boomers are starting retirement, which translates into millions of consumers who will have more time and money for leisure travel
- The diversity of the cruise product means that there is a cruise vacation for all interests and budgets
- People want and need vacations more than ever. Many will defer other purchases for a chance to get away and relax, recharge, be with family and have fun
- The worldwide cruise customer market potential is under-penetrated. In the U.S. alone, only 19.9% of the total population has taken a cruise – that presents an 80% untapped opportunity
- Cruising continues to exceed travelers' expectations. Cruising consistently ranks among the highest in terms of guest satisfaction from vacations taken. This results in a high repeat cruiser rate and positive word of mouth to influence others to take a cruise
- Many lines report strong interest and growth in group business, often with 80 percent of those travelers taking a cruise for the first time
- With over 30 U.S. homeports to choose from, virtually 50% of Americans live within driving distance to a port
- The number of international cruise passengers is on the rise and cruises will continue to appeal to large numbers of foreign travelers
- Ships move...Allowing cruise lines to reposition product where guests want to vacation and to expand operations globally to develop new cruise markets
- The cruise industry is playing a leadership role on issues of increasing importance to consumers, particularly the environment: the industry's new generation ships, including many of which are currently in service or will be launching this year, utilize and feature new "green," environment-friendly technologies
- The optimism of travel agents will be key to the industry' success. According to CLIA's January survey of agents, a little more than half polled (52%) expect 2009 to be a "very good" or "good year" compared to 2008; looking ahead to the next 3 years, 73% expressed optimism when it comes to travel sales in general and 92% in cruise sales in particular.

Last but not least, the cruise line executives pointed to value – "Cruising categorically provides outstanding value – the best value in a vacation," Sasso said. From a cruise line perspective, putting emphasis on the cruise value proposition will assure that cruising stays highest on customers' agendas. Not surprisingly, value offered by the lines is the top driver of cruise sales, according to 81.5% of agents surveyed by CLIA.

The CEO's speaking at Cruise Shipping Miami agreed that in the current economic environment strong marketing is needed to attract new customers and persuade travelers to increase spending so that the current wave of low fares will be as short-lived as possible. If those initiatives are successful, they predicted that participants at Cruise Shipping Miami 2010 will see the light at the end of the tunnel and realize that the industry's finest hour is on the way.

Sasso concluded the session by stressing the importance of team power. "Everyone sitting in this room – whether you work for a cruise line, travel agent, a port or destination, shipbuilder, ship equipment company or one of the marketing and advocacy associations working on behalf of the cruise industry such as CLIA and FCCA – depends on one other for success. These and other key partnerships continue to be of the utmost importance for our industry" he said.

Paul Gauguin Cruises Joins CLIA



Paul Gauguin Cruises has become the newest member of Cruise Lines International Association (CLIA), bringing the total number of cruise line members to 24 and providing the association's 16,000 travel agents a unique opportunity to sell luxury cruises in Tahiti, French Polynesia and the South Pacific.

"We are delighted to welcome Paul Gauguin Cruises to CLIA at a time when the entire world is dealing with serious economic challenges. Their joining us speaks to the inherent strength and resiliency of the cruise industry, and to the value CLIA itself provides to its cruise line members, travel agents and industry partners," said Terry L. Dale, CLIA's president and CEO.

Paul Gauguin Cruises, headquartered in Fort Lauderdale, operates the 332-guest 5-star-plus *m/s Paul Gauguin*, the most luxurious ship to sail in the South Pacific year-round. Designed specifically to sail the waters of Tahiti, French Polynesia and the South Pacific, the *m/s Paul Gauguin* has been the longest continually operating year-round luxury cruise ship in the region since its maiden voyage in 1998. With a crew to guest ratio of 1 to 1.5, the ship offers oceanview accommodations (70 percent with balconies), a state-of-the-art retractable Watersports Marina, two elegant restaurants and a poolside grill and complimentary beverages including fine wines and premium spirits among its many amenities.

"We are pleased to continue the long-established relationship with CLIA that the *m/s Paul Gauguin* has enjoyed over the years and to demonstrate our strong support for, and confidence in, the professional Travel Agents who are CLIA members," said David A. Giersdorf, President & CEO of Paul Gauguin Cruises.

Currently sailing year-round in Tahiti and the South Pacific with Regent Seven Seas Cruises, the Paul Gauguin, in January 2010, will sail as Paul Gauguin Cruises' flagship, offering itineraries in Tahiti, the Society Islands, Cook Islands, Fiji, the Marquesas, Tonga, the coral atolls of Tuamotu and New Zealand. For more information about Paul Gauguin Cruises, visit www.pgcruiises.com.



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CLIA training

2nd Quarter CLIA Training Seminar Schedule



CLIA's 2nd Quarter Agency Training Program seminar schedule is available for registration on CLIA's Web site! Two very informative and intense seminars will be offered in a total of 39 cities across the United States. Please click [here](#) for the 2nd Quarter Agent Training Program schedule.

- **Group Sales Made Easy:** This program demonstrates how to develop group business as a profit center covering the following subjects: identifying groups and their characteristics, sources for lead development, marketing to groups, working with group leaders, analyzing group potential, pricing and promotional budgeting.
- **Negotiating to Win:** This seminar presents concepts that you can apply to almost any negotiating situation. Key topics include: establishing common goals, understanding competitive and collaborative negotiations, defining strategies and breaking an impasse.

Accredited Cruise Degree Program/Accredited Cruise Program



CLIA is currently conducting seminars at Colleges and Universities throughout the United States and Canada in what is called the Associate Cruise Degree Program (for the United States), and Associate Cruise Program (for Canada). These programs are being taught exclusively by CLIA's Trainers to future cruise counsellors in a campus setting and represent the successful completion of 80 credits by a student in a CLIA-approved Learning Center.

The graduates from either the ACD/ACP program will definitely have an edge when applying for travel industry sales positions. After six months of active, full-time employment with a CLIA member agency, an ACD/ACP graduate will be eligible to apply their 80 CLIA credits towards the completion of the Accredited Cruise Counsellor designation, the first of four CLIA Certification levels. To complete the ACC program, the graduate would have two years to meet the product knowledge requirements which consist of taking two cruises, inspecting five ships and selling 25 cabins.

CLIA is always looking to expand these programs and will welcome any leads or contacts for opportunities in your local Colleges and Universities. Please contact CLIA at 754-224-2200.

Cruise Line Online Programs



Did you know that many of our Member Cruise Lines are offering excellent online training programs for the dedicated travel agent? These programs are comprehensive, educational and intense, and when successfully completed, can earn the travel agent 5 CLIA credits per program (maximum of 15 credits) toward their Certification. The Cruise Lines will issue a certificate upon successful completion of the online course(s) to the travel agent which is submitted with their captain's logbook.

CLIA credits can be achieved with the successful completion of the online training programs offered by: Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Crystal Cruises, Cunard Line, Norwegian Cruise Line, Princess Cruises, Royal Caribbean International, and Uniworld Boutique River Cruise Collection.



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CLIA DVD of the Month: Introduction to Successful Cruise Selling – 2nd edition



A must-see for anyone involved in cruise sales, particularly new retail agents. This video/DVD includes elements of the cruise vacation, effective sales techniques, insights from clients, do's and don'ts, tips for turning the reservation process into a sales opportunity and using brochures to close a sale. (35 minutes). [Click here](#) to order your copy today.

CLIA'S TRAINING COMES TO YOU!

CLIA's training programs come directly to you by way of scheduled classes and CLIA's Training By Request Program (when you gather 50 agents or more for training). [View our calendar](#) and find the next training classes in your area or call us at 754-224-2200 ext. 225 or 220.

CLIA membership

Sales Tip of the Month: How Big is Your Net(work)?



Selling Leisure Travel, while challenging at times, can be one of the most exciting and dynamic vocations a sales professional can choose.

Want proof? The next time you're at a restaurant, a cocktail party, or any gathering of people...just listen to some of the conversations going on around you. Invariably, more often than not, the topic of conversation will include vacations. People love to relate the stories of their travels, favorite sights, memorable moments...vacations are the genesis of some of life's best memories. Never forget or underestimate your role in making these memories happen! Let's face it; it's not like you're selling pest control, staples, or corrugated products (all noble vocations; just lacking in some of the "fun" that vacations in general and cruises in particular represent).

Be an advocate for the value that the Cruises represents. Equip yourself with the training and product knowledge and then position yourself as the authority on cruises in whatever network you select. It can be within your community, on Social Networks, in Blogs, on your website. Guest lecture at local schools or organizations like Rotary or other Fraternal organizations. Consider sending a "Letter to the Editor" or posting content on travel related blogs that promote you, your expertise and your ability to make memories happen!

Then, put your talents to work and do what you do best; sell cruise vacations; the vacation option that enjoys the highest level of Customer Satisfaction of all vacation alternatives.

CLIA events

Last Chance! Sign Up for cruise3sixty



It's just around the corner: cruise3sixty is April 2-6 in Fort Lauderdale, so don't miss the best opportunity of the year to get on top of today's challenges and thrive in 2009!

- Hear what the experts say about the economy's rebound
- Earn CLIA Certification Credits
- Take advantage of popular CLIA seminars
- Meet one-on-one with cruise lines
- Visit the trade show
- Schmooze with fellow agents
- Enjoy the gala CLIA Hall of Fame Dinner and other social events

Visit www.cruise3sixty.com or www.cruising.org for more information. Onsite registration is available. Please call CLIA at 754-224-2200 for details on seminar availability.

IGLTA Global Convention



May 7-10 are the dates of IGLTA's 26th Annual Global Convention in Toronto. We would like to introduce you to this organization and this market. The GLBT Travel Market is one of the most dynamic and lucrative markets for you to work with, and during these tough economic times, there's no better way to increase business than to target more niche markets. One of the benefits of CLIA's partnership with IGLTA is a 10% discount for CLIA members on their convention registration. Just [click here](#) to register, and when prompted for the code, insert: clia09. If you have any questions about IGLTA or the convention, do not hesitate to contact IGLTA at +1.954.630.1637 or at email@iglta.org.



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CLIA team member

Profile: Tom Cogan, MCC, CTC, LCS, Director of Training



With over 20 years in the travel industry, Tom Cogan heads the CLIA Training Department and continues to undertake and oversee the development of all curriculum as it becomes relevant to today's market.

Tom Cogan joined CLIA in 1994 as Manager, Training Development and has been Director of Training since 2000. A "Golden Circle" winner (2 time top salesperson) at Continental Airlines, his experience includes over 10 years in operations, sales and marketing in the airline industry. He has a Bachelor's Degree in Marketing and Business Administration

from West Virginia University.

CLIA industry focus

Leading On the Environment



Protecting the environment is among CLIA's top priorities, but, while our commitment to the environment has never been stronger, critics still call into question the industry's conservation practices and regulatory compliance. A recent article in The New York Times on February 15th quotes the campaign group Friends of the Earth making inaccurate and harmful claims about the industry.

CLIA's public affairs campaign was armed and ready to deal with this situation and quickly placed a Letter to the Editor in The New York Times signed by Terry Dale, President and CEO of CLIA, on March 1st. The letter said the article "may leave the wrong impression about the industry's environmental commitment," and highlighted specific efforts such as advanced wastewater purification systems, stringent EPA regulations and new emission-cleaning technology.

The letter pointed out that a growing number of vessels discharge water cleaner than most municipal water treatment plants and stressed that "environmental stewardship is a top priority for us, and we are proud of the investment and innovation we are taking to mitigate the industry's impact on the natural wonders that draw millions to our cruise ships every year."

This type of rapid response is an important component of CLIA's public affairs program. At times, it would be helpful and in fact more effective, for this type of validation to come from others. If you would be interested in being part of our effort to set the record straight when needed -- by signing a letter to the editor for example -- please contact Lanie Fagan at lfagan@cruising.org.

CLIA cruise news

Strong Bookings Despite Economy



Consumers may be wary and worried about their family budgets, but there are signs that the offers made by CLIA member lines and the hard work of CLIA member travel agents are paying off:

- Despite the challenging economy, Carnival Cruise Lines recently reported the highest one-week booking period in its history. On a cumulative basis since mid-January, net bookings for Carnival were up 10 percent compared to the same period last year.

- Booking volume during Wave Season was up nearly six percent for Princess Cruises at the end of February.

- Norwegian Cruise Line reported a 15 percent increase in bookings year over year through March 15, 2009, and the company's new Groups 2.0 program, launched in December 2008, enjoyed a 288 percent increase in group staterooms compared to the same time last year.

Meanwhile, a total of 8.1 million consumers researched cruises online in January, a 38 percent increase over December and a 10 percent increase from January, 2008. The figures come from an analysis on online activity conducted by Compete Inc.

New Builds on Target or Ahead of Schedule

CLIA member lines are showing their faith in the cruise industry by moving ahead with ambitious growth plans. Several new builds are either on target for launch or ahead of schedule.



Celebrity Cruises announced that the *Celebrity Equinox*, a sister to the newly launched *Solstice*, is ahead of construction schedule and will have a soft launch prior to the official maiden voyage in August. The ship will embark on a roundtrip Norwegian fjords cruise from England on July 31.



Cunard Line unveiled details about its new *Queen Elizabeth* on St. Patrick's Day. Accommodating 2,092 passengers and entering service on October 12, 2010, the ship will be Cunard's second largest ever built and third new ship in the last six years.



Disney Cruise Line has announced that construction on two new ships is under way in Germany. The vessels – Disney has just announced the names as *Disney Dream* and *Disney Fantasy* – will have 1,250 staterooms with a capacity of 4,000 passengers and are scheduled for arrival in 2011 and 2012.



Oceania Cruises has begun construction in Italy of its first new build, *the Marina*. The ship will carry 1,252 passengers and offer six restaurants.



Silversea Cruises launched its new 540-passenger *Silver Spirit* in late February in Italy.

West Coast and Mexican Riviera Go Big Time



In February, **Royal Caribbean International's** 142,000 ton *Mariner of the Seas* became the largest cruise ship to operate on the West Coast, offering weekly Mexican Riviera cruises from Los Angeles. Almost as large and also offering weekly Mexican Riviera itineraries from Long Beach is **Carnival Cruise Line's** brand new, 113,000 ton *Carnival Splendor*.

Port Everglades Prepares for World's Largest Cruise Ship



Cruise Terminal 18 at Port Everglades will be home to **Royal Caribbean International's** *Oasis-class* ships, the first of which, *Oasis of the Seas*, will begin sailing later this year, followed by the *Allure of the Seas* in 2010. In preparation, the expansion and renovation of port facilities has included hoisting into place concrete sections weighing over 300,000 pounds.

CLIA Lines Put Focus on Taiwan and China



Royal Caribbean International and **Costa Cruises** have been given rights by the Chinese government to operate cruises between the China mainland and ports in Taiwan. Primarily aimed at the domestic market, the cruises reflect not only improving relations between the two countries but the growing interest in the region on the part of international cruise operators, in part made possible by significant investment in port facilities by Taiwan in an effort to boost its cruise capacity.



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NCL Announces New Brass



Norwegian Cruise Line (NCL) this month announced that Roberto Martinoli will take the position of president and chief operating officer, reporting to CEO Kevin Sheehan. Prior to his appointment, Martinoli was working in Europe as advisor to Apollo Management. He has also held senior positions with Carnival Cruise Lines, Costa Crociere and was managing partner at Martinoli Group, a ship management and consulting company.

Camille Olivere also joined NCL as vice president of sales based in the Miami headquarters where she will be responsible for leading the company's North American sales team. She joins NCL from Travelport Inc. where she was vice president, sales, global e-commerce. Before Travelport, Olivere held sales roles at Oracle, American Express, GE Financial and United Airlines.

CLIA Members All 'A-Twitter'

Taking advantage of the very latest technology craze, several CLIA member cruise lines have joined the Twitter generation. Want to get in touch? Here are some Twitter profiles:

- NCL - <http://twitter.com/NCLFreestyle>
- Princess Cruises - <http://twitter.com/PrincessCruises>
- Cunard Line - <http://twitter.com/CunardLine>
- Carnival - <http://twitter.com/CarnivalCruise>
- RSSC - <http://twitter.com/RegentCruises>
- Crystal - <http://twitter.com/crystalcruises>
- Disney - <http://twitter.com/DCLNews>
- Holland America Line - <http://twitter.com/HALcruises>
- Silversea - <http://twitter.com/Silversea>
- Azamara - <http://twitter.com/AzamaraCruises>
- RCCI - <http://twitter.com/RoyalCaribbean>
- Oceania - <http://twitter.com/OceaniaCruises>

CLIA cruise line profiles

Cunard Line



If travel is meant to be savored, then crossing the oceans should be a majestic experience, not merely a hop across the pond. For travelers of this persuasion, only one name evokes the pleasures of the Golden Era of Ocean Travel: **Cunard Line**. Proudly continuing the tradition of luxury cruising that began in 1840, Cunard's ships maintain the line's legacy and heritage. *Queen Mary 2* is the only ship offering regularly scheduled transatlantic service. *Queen Victoria* debuted in December, 2007.

Cunard caters to sophisticated, well-seasoned travelers who enjoy the finer things in life. The classic liners attract like-minded guests who enjoy the Cunard hallmarks of impeccable White Star Service, fine dining, sumptuous surroundings, civilized adventure and the legacy of historic voyages and Transatlantic travel.

Cunard Line is a proud member of the Carnival Corporation, which also includes Carnival Cruise Lines, Holland America Line, Princess Cruises, Costa Cruises, and Seabourn Cruise Line. These lines appeal to a wide range of lifestyles and budgets, but share a passion to please each guest, and a commitment to quality and value.

General Office:	661-753-1000
Brochures / General Information:	800-728-6273
Individual Reservations:	800-728-6273
Group Reservations:	800-728-6273
Incentive Sales:	800-728-6273
Charter Information:	800-728-6273
Air/Sea Arrangements:	800-728-6273
Handicapped Passenger Services:	800-728-6273
Guest Passenger Relations:	800-728-6273
Travel Agent Sales Support:	800-728-6273
Travel Agent Relations:	800-728-6273

Key Selling Points

1. *Queen Victoria*, the newest addition to the classic Cunard fleet, made her debut in December 2007. The 90,000 ton vessel will embark on 21 captivating voyages highlighted by celebratory maiden calls around the world including visits to Russia and eight different Mediterranean itineraries



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2. 2008 started in celebration with the spectacular January 13 meeting of all three Cunard Queens (*Queen Mary 2*, *Queen Elizabeth 2* and *Queen Victoria*) in New York Harbor for a Royal Rendezvous - marking the first time in the company's 168-year history that three Cunard Queens have been in service simultaneously
3. *Queen Mary 2* will build on the success of her Transatlantic voyages with calls to/from Hamburg, Germany, and two Crossings to/from Cherbourg, France
4. *Queen Mary 2* increases her New York presence by offering an expanded Caribbean season from the Brooklyn Cruise Terminal

Seabourn Cruise Line



The Yachts of Seabourn provide the ultimate in ultra-luxury, yachting vacations to the most desirable destinations on earth. The intimate all-suite *Seabourn Pride*, *Spirit* and *Legend* each carry a maximum of 208 guests and nearly the same number of skilled and dedicated staff, providing a level of personalized service that is unmatched in the industry. The 450 guest *Seabourn Odyssey* will debut in 2009. All accommodations are ocean-view suites of 277 square feet or more, many with balconies. Suites have a stocked bar, flat-screen TV and DVD player and Bose Wave stereo CD player. Superb cuisine created by celebrity chef Charlie Palmer is served in an open-seating restaurant. Alternative casual dining is available in the indoor/outdoor Veranda Café. Guests may also enjoy dinner served, course-by-course, in the privacy of their suites. Relax in The Spa at Seabourn. Myriad included Signature Delights add value for all guests: complimentary wines and spirits; free Massage Moments on deck; Dress Circle enrichment speakers; Movies Under the Stars; water sports from a unique, fold-out Marina; free Exclusively Seabourn shoreside experiences on each cruise; and Pure Pampering suite amenities and therapeutic bathing experiences from Molton Brown, London.

Because our intimate yachts carry fewer guests and go where many larger ships cannot, Seabourn delivers privileged in-depth experiences of each destination to our guests. Optional Signature Series and Adventure Collection shore excursions provide a virtual backstage pass to the world. Seabourn's Personal Shopper excursions whisk guests away in a luxury car accompanied by a local expert shopping guide.

General Office:	305-463-3000
Brochures / General Information:	800-929-9595
Individual Reservations:	800-929-9595
Group Reservations:	800-929-9595
Incentive Sales:	305-463-3114
Charter Information:	305-463-7641
Guest Passenger Relations:	800-929-9391
Travel Agent Sales Support:	800-929-9595
Travel Agent Relations:	800-929-9595

Key Selling Points

1. Intimate Yacht-like ships. Just 208 guests. Friendly, uncrowded and sociable
2. Named "World's Best" by readers of Departures and Travel + Leisure
3. Seabourn is loaded with extras, from Molton Brown amenities to Caviar in the Surf
4. Complimentary open bars, including French champagne, wines and spirits
5. Sumptuous, ocean-view suites, 277 square feet or larger, many with balconies
6. Award-winning cuisine created by celebrity chef Charlie Palmer, served in an open-seating Restaurant
7. Worldwide destinations, exotic ports and cruises from seven to 72 days
8. Consistent quality: honored on every annual Condé Nast Traveler Gold List

CLIA member line FAM & educational opportunities

SAVE with Uniworld's highly discounted Travel Agent Rates!



What better way to complement Uniworld's River Cruise Specialist accreditation than taking advantage of Uniworld's highly discounted Travel Agent rates on numerous departures and programs throughout 2009. CLIA members receive an additional \$50 per person off of these already highly discounted rates (see coupon in your CLIA 2009 Bonus Cruise Commission book). To check available Travel Agent Special dates, please visit the Travel Professional section of the Uniworld website at www.uniworld.com/agency.

Join Windstar Cruises and CLIA For A 2009 Seminar At Sea



Enjoy a 6-night sailing aboard the Wind Surf from Nice to Rome on May 25 and earn up to 24 CLIA credits towards certification. This offer is for CLIA members only. Windstar seminars - Windstar Style (2 credits) and Trading Up (2 credits) plus CLIA seminars - Special Interest Marketing (10 credits) and Building Client Loyalty (10 credits). This sailing will be hosted by Sandy Stevens, Windstar Director of National Accounts and Charter and Incentive Sales, and Tom Cogan, CLIA Director of Training. Pricing information: \$629* per person (includes NDA, taxes and gratuity) \$971 single (includes NDA, taxes and gratuity).* One guest (21 years or older) in the same cabin is allowed at the same rate. To register please fax Windstar Cruises at 206.733.2729 (fax only number) or email a completed application form to: inventory.control@windstarcruises.com. [Click here](#) for application.

Disney Training Opportunities Available for CLIA Travel Agents



In less time than it takes to eat lunch, you can learn how to build your client base or maximize your sales efforts! Disney Cruise Line invites CLIA member travel agents to sign up for online training via the Disney Learning Connection available through disneytravelagents.com. This month, the focus is on improving your Disney knowledge and growing your business.

- Start with the "Colleges of Disney Knowledge." Completing this series of courses can provide you with information and skills to effectively sell Disney Cruise Line and other Disney vacation destinations with enthusiasm and confidence.
- Spend 20 minutes with "Building Your Disney Cruise Line Client Base" to learn quick, easy marketing strategies that will help you reach new clients.
- Leveraging the "Disney Differences into Increased Sales" will help you engage interested clients and land the booking.

We're adding new courses all the time, so visit www.disneytravelagents.com, click on *My Disney Tools/Disney Learning Connection* to get started.

Earn points towards CLIA Cruise Counselor Certification with Uniworld



Uniworld Boutique River Cruises has announced the launch of their newly enhanced 2009 River Cruise Specialist Program. Uniworld launched the very first river cruise online education program in 2006, and since then, the success of the program has been over-whelming, resulting in thousands of graduates from their comprehensive training program.

Uniworld continues to enhance the educational content of their website and training program, as well as offers a wide range of Travel Professional benefits in conjunction with becoming a Uniworld River Cruise Specialist graduate. Plus, CLIA has certified the Uniworld training program, so members can earn points towards their CLIA Cruise Counselor Certification Program. Uniworld's River Cruise Specialist Training Program is located on their Travel Agency site at www.uniworld.com/agency.

Hurtigruten Hosts Seminar Series



Hurtigruten – formerly Norwegian Coastal Voyage – will be hosting a series of educational seminars April 21 – 30, 2009. You are invited to share the latest news regarding our fantastic programs and itineraries for 2009/2010. Seminars are scheduled in Arizona, California, Colorado, Florida, Illinois, Maryland, North Carolina, Oregon, Pennsylvania and Washington. Following the seminar we hope you will take the opportunity to participate in our promotional Group Workshop where you will decide which ships, dates and itineraries would be best suited for your agency to promote.



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Illinois:

- April 23, 11:00am – 1:30pm, Courtyard Chicago Naperville, 1155 East Diehl Road, Naperville, IL 60563; (630) 505-0550 or (800)228-9290
- April 24 7:00am – 10:30am, Chicago Marriott Suites Deerfield, 2 Parkway North, Deerfield, IL 60015; 847-405-9666 or 1-800-228-9290

Florida:

- April 22, 4:30pm – 6:00pm, Fort Lauderdale Corporate Center, 3201 West Commercial Blvd., 2nd Floor Conference Center, Fort Lauderdale, FL 33309; (800) 323-7436, Free parking
- Tue, April 28, 4:30pm – 6:00pm, Mattison's, 7275 South Tamiami Trail, Sarasota, FL 34231; (941) 921-3400
- Wed, April 29, 5:00pm – 6:30pm, Brio Tuscan Grille, 5505 Tamiami Trail N, Suite J1, Naples, FL 34108; (239) 593-5337
 (Seminar dates in Ft. Myers and Jacksonville to be announced)

Mid Atlantic States, Pa, MD, NC:

(Registration 5:30pm-6:00pm, Dinner 6:00pm-6:45pm, Presentation 6:30pm-7:30pm, Group Workshop 7:30pm-8:00pm for all seminars)

- Wed, April 22, PHL Airport Hilton, 4509 Island Ave, Philadelphia, PA 19153; (215) 365-4150
- Apr 23, Baltimore BWI Airport Hilton, 1739 W Nursery Rd, Baltimore, MD 21090; (410) 694-0808
- Apr 29, Charlotte Hilton University Place, 8629 JM Keynes Drive, Charlotte, NC 28262; (704) 916-2841
- April 30, Hampton Inn Pittsburgh/Greentree, 555 Trumbull Drive, Pittsburgh, PA 15205; (412) 922-0100

Pacific Northwest, Wa, Or, Co: (All seminars 7:30am – 9:00am)

April 23, Panera Bread Company, 17262 Redmond Way, Redmond, Washington 98052; (425) 497-0727

- April 28, Elephant's Deli, 115 NW 22nd Ave, Portland, OR 97210; (503) 299-6304
- April 29, Egg & I, 2574 Baseline Road, Boulder, CO 80305; (303) 494-0555
- April 30, Benedict's 8181 E. Arapahoe Rd. Greenwood Village, CO, 80155; (720) 529-9797

Southern & Northern California & Arizona:

(7:30am breakfast; 8:00am-9:00am Seminar for all locations)

- Apr 21, Marie Callender's, 6950 Alvarado Rd, San Diego, CA 92129; (619) 465-1910
- Apr 22, Marie Callender's, 14743 Ventura Blvd., Sherman Oaks, CA 91403; (818) 788-3983
- Apr 28, Marie Callender's, 4573 E Cactus Rd, Phoenix, AZ 85032; (602) 996-0622
- Apr 30, Marie Callender's, 20750 Stevens Creek Blvd., Cupertino, CA 95014; (408) 255-2317

For more information, or to sign up for a seminar in your area, [click here](#).

CLIA partners

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American Express OPENSM is dedicated exclusively to the success of small business owners and their companies. With tailored products and services, the team delivers purchasing power, flexibility, control and rewards to help customers run their businesses.

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Talk with Amadeus at cruise3sixty



Get a first-hand look at Amadeus Vacation Link, a new leisure booking platform that lets you book not just cruises for FREE—but also tours, rail, activities, entertainment and much more!

Plan to attend a fun session on Amadeus Cruise. This user-friendly, Web-based application lets agents “point-and-click” their way to higher profits. Plus, Amadeus Cruise is FREE and available to all CLIA members—no GDS affiliation required.

Need a little more Web presence? Check out a session on Amadeus e-Cruise, which brings new cruise sales directly to your desktop. It is ideal for those looking for a “big” cruise-selling presence on the Web.

Also, don't miss the Talk with Amadeus 2009 tour, visiting a city near you in March and April. To register, [click here](#). Want to know more? Visit [www.us.amadeus.com](#) or call 1-888-AMADEUS. In Canada, visit [www.ca.amadeus.com](#) or call 1-888-611.5554.



FedEx Shipping Benefit



If you are looking for reliable and cost-effective shipping, you can count on FedEx to deliver. CLIA members can now save up to 26% on select FedEx® shipping services. There are no costs and no minimum shipping requirements to take advantage of this great member benefit. For more information or to enroll in this program, please [click here](#) and enter passcode FHVSV7 or call 1-800-MEMBERS (1.800.636.2377, 8 a.m.–6 p.m. EST, M-F). If your attending cruise3sixty, be sure to stop by the FedEx shipping booth outside the Trade Show.

National Transaction Corporation Enables CLIA Members to process Credit Card Transactions



Have you ever wanted to add special features for a group and couldn't because you didn't have a way to collect the funds? Have you had obstacles attempting to charge consulting fees because you couldn't accept credit cards as a form of payment? Has cash flow been a problem for you?

Whether you're a traditional "brick and mortar" location or home based, **National Transaction Corporation** may be the solution you need. NTC is the leading Merchant Account Provider to the Travel Industry. Please call 1-888- 996-2273 or [click here](#). Visit NTC at cruise3sixty.

Port Everglades, Department of Broward County



Port Everglades is the cruise ship capital of the world with more than 3 million passengers expected during 2009 and more homeported cruise ships than any cruise port worldwide. Fourteen cruise lines sail from the South Florida seaport including: Carnival Cruise Lines, Celebrity Cruises, Costa Cruise Lines, Cunard Line, Discovery Cruises, Holland America Line, Imperial Majesty Cruise Line, MSC Cruises, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean International, The Yachts of Seabourn, and Silversea Cruises. And, beginning in Fall 2009, Port Everglades will be the home of Royal Caribbean International's new 5,400-passenger *Oasis-class* ships, largest cruise ships in the world.

The Port's ever-expanding fleet of cruise ships provides guests with an array of cruise vacation choices from the sunny Greater Fort Lauderdale area including everything from sampler-size day cruises to around-the-world cruises. Details on the latest cruise offerings are available on the Internet at www.broward.org/port.

Starwood Hotels & Resorts Says "Bon Voyage" To Cruise Passengers Launches New Global Pre And Post Cruise Package Option



Starwood Hotels & Resorts has created a Global Pre and Post Cruise booking option for travel professionals, available today at www.starwoodpro.com. Travel professionals can choose from almost 60 port cities in 17 countries and more than 140 hotels in the Starwood portfolio, with all nine Starwood brands participating.

Arriving a few days before departure or extending after the return of the ship to port can enhance the overall cruise experience and vacation. Clients can also benefit from great rates which include daily breakfast. Pre and post cruise rates are fully commissionable to travel professionals.

The new pre and post cruise packages can be reviewed [here](#). Reservations are bookable through all primary booking methods, including online via www.starwoodpro.com.

Travel Professionals can call 1-800-334-8484 and request promo code PPC or search in the GDS under promotional rates. Any pre and post cruise booking made during 2009 will also qualify the booking travel professional for an entry in the "Book and Win BIG" sweepstakes. Any confirmed reservation at a Starwood property made via the GDS, any of Starwood's branded websites, a Starwood call center or through a tour operator or wholesaler is eligible for an entry. Each confirmed reservation must be followed by the completion of an entry form.

"Starwood has been a steadfast supporter of the dedicated travel agencies of the CLIA community, accepting our agents' credentials for commissions and supporting our agents through training and sponsorship of our annual cruise3Sixty event. This newest initiative, with pre and post cruise packaging, is yet another opportunity for our travel professionals to satisfy their customers and support our partners," said Terry Dale, President and CEO of the Cruise Lines International Association, CLIA.

Come Out on Top in 2009 at TMU!



In times like these you can't control the economy, but you can control your agency's approach to the market. Minimizing costs and making the phone ring are two critical success factors. Technology & Marketing University (TMU) brought to you by Sabre Travel Network® and TRAMS® will help you master both.



Whether you're a leisure agent or corporate, home-based or part of a brick-and-mortar agency, you'll find the broadest selection of training classes designed to suit your specific needs. **Register now** and join us May 5-7, 2009, at the Rio Hotel in Las Vegas, Nevada.

Here's a sampling of a few of our classes:

- Optimizing MySabre®: training, tools, and tips
- Sabre® Cruises: The hottest tool for selling cruises is here!
- Sabre Travel Network offers best-in-class corporate travel management practices
- TRAMS Back Office (TBO): Payments – keeping it simple to keep you in balance
- TRAMS ClientBase: Helping your agents turn leads into bookings

When you return from the conference, put five lessons you learned into action. You'll see an almost immediate return on investment. In Vegas terms, that's a jackpot! **Register now** and see you in Vegas.

Tripology – Connecting You with High-Intent Travelers



Tripology is an interactive travel referral service committed to bringing qualified travel leads to travel specialists. Go to www.tripology.com/cia for complete details. And here's an incentive just for CLIA members: 3 Free Tripology leads, a \$15 value. CLIA members who register as new

Tripologists during the incentive period – 3/1/09 to 5/31/09 – will receive 3 free leads to try out the program. At registration time, simply enter Invitation Code: CLIAFREE

Tripology is dedicated to providing you with tools to help maximize your experience and your profits. Contact Us: Phone: 1-800-924-0722; Email: contact@tripology.com.

2009 Vancouver to Alaska Cruises -- Smooth Sailing for Americans



The Vancouver-Alaska Cruise Experience is a breeze for US passengers since Vancouver's International Airport (YVR) and Port Authority began working with border officials to create their US Direct Program. Designed exclusively for US citizens and permanent

residents, the program pre-identifies arriving cruise ship passengers, whisks them through immigration and onto a bus, direct to their same-day departing Alaska cruise ships. Their luggage is delivered automatically from airplane to stateroom.

When returning to port, the Onboard Check-in Service provides passengers their airline boarding passes and baggage labels. Passengers are bused to a dedicated passenger lounge at the Vancouver airport for a same-day flight home to any US destination. On Board Check-in streamlines customs and security clearance. Baggage transfers from ship to airline are hassle-free -- no passenger handling required. Major Alaska Cruise lines and US airlines are participating in this innovative approach to cross-border travel. **Click here** for more information.

help us help you

This e-newsletter is designed to provide you timely updates on CLIA activities and events. We're always looking at ways to improve, and we welcome your comments and questions. To send us your ideas for the CLIA Today e-newsletter, please email us at cliatoday@crusing.org Due to the volume of responses, we are unable to personally respond to each suggestion, but we promise that each will be read. We will do our best to incorporate your feedback into this e-newsletter.

For general questions and comments regarding CLIA's training and membership, please continue to use our regular email info@crusing.org.