

CLIA's "World's Largest Cruise Night" is Today!
 Congratulations and Best Wishes for a
 Successful Event!



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from the bridge

Terry Dale, CLIA President and CEO



It's October and CLIA, 25 member cruise lines, and thousands of travel agents across North America are shifting into high gear. CLIA's World's Largest Cruise Night is here and promises to be bigger and better than ever. Incredible new ships are arriving in time for the busy winter season and promise to revolutionize the cruise experience. And, it's time to get set for 2010 by renewing your membership in CLIA – Renewal Season begins October 15. So, join us – even bring some new members along – and together we will do our part to make sure that the coming months are as profitable as they are exciting. We look forward to working with each and every one of you in 2010.

CLIA breaking news

It's All About You! Membership Season is Now!



October 15 marks the opening of CLIA's 2010 membership season for travel agencies and individual agents. That means that everyone renewing your CLIA travel agency membership or joining CLIA as an individual Travel Agent Member will enjoy all the exclusive benefits of membership for 15 months – through December 31, 2010.

As a travel agency, what are the benefits of being a member of CLIA?

- Professional recognition – from clients, prospects, cruise lines and travel suppliers
- Business building tools – cruise3sixty at special member pricing, World's Largest Cruise Night, National Cruise Vacation Month and numerous other promotions
- Education and CLIA Certification – exclusive access, with member discounts, to the most comprehensive training program in the travel industry, including certification as an Accredited Cruise Counsellor, Master Cruise Counsellor, Elite Cruise Counsellor and other designations
- Online training programs, DVD and video training at preferred member rates
- Access to CLIA's members-only web pages and communications
- Agency listing on the CLIA website for consumer leads
- Over \$5,000 in 2010 Cruise Line Bonus Commission and Value added Coupons
- Certificates for Free CLIA Training
- A membership kit containing such as valuable tools as the Marketing Essentials CD Rom (filled with advertising, marketing, Public Relations and Social Networking resources), training DVD's and more
- The CLIA Cruise Manual on CD – a comprehensive detailed listing of CLIA member Lines, ships, ports of call and more

CLIA's annual agency membership dues are unchanged from 2009 and are only \$319.

Individual travel agents may apply to become a Travel Agent member of CLIA for only \$99 through the end of 2010. Exclusive benefits apply for individual hosted travel agents, outside sales agents and CLIA member agent employees or cruise specialists and include:

- Recognition by CLIA and CLIA members, including an individual agent listing in the "Cruise Expert Locator" on CLIA's website
- Free classroom, online and DVD sales training – a \$90 value – to jump start your CLIA Certification
- An annual membership kit, including the CLIA 2010 Cruise Manual CD-Rom – a \$30 value
- The Marketing Tools Essential CD
- A Value-added coupon book valued at over \$1,000
- Member discounts on CLIA Training, cruise3sixty, and other programs
- Access to "members only" marketing programs
- And much more!

For complete membership and ID card benefit details and to apply online, visit www.cruising.org/travelagents.



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oct
2009

Apply Now for 2010 CLIA Photo ID



As the official credential for CLIA affiliated travel professionals, the 2010 CLIA Photo ID serves to validate your professional standing, highlight your achievements as an ACC, MCC, ECC, ECCS, CTA, or CTM, and qualifies as proof of cruise industry affinity with CLIA's member cruise lines and other partners.

The CLIA Photo ID is available to all CLIA member agents actively engaged in the business of selling cruise travel who are graduates of, or actively enrolled and pursuing, CLIA Cruise Counsellor Certification. In addition, 2010 applicants are required to complete and pass the exam for at least one recurrent 2009 or 2010 CLIA training seminar or online training program not previously submitted prior to applying for the 2010 card.

For more information and to apply for a 2010 CLIA Photo ID card, apply online at the Travel Agent Center at www.cruising.org (click on CLIA ID Card), or by mail. **Applicants and their agencies must have current CLIA membership in order to apply so renew your CLIA travel agency membership early.**

CLIA is on Facebook; Become a Fan



If you haven't already, visit CLIA's new Facebook page. Simply ***click here*** to become a fan! It's our newest way to reach out and connect with you, the industry and the public. There will be news, regular weekly updates and other features that will help keep you in the loop. And, if you haven't created your own agency Facebook page, give it a try; social networking is a great way to communicate with your customers and help grow your business.

World's Largest Cruise Night is Now! CLIA Travel Agencies Set New Records!



Congratulations to all the CLIA member travel agencies and agents who helped make CLIA's World's Largest Cruise Night 2010 a success. As of October 12, some 1270 agencies registered their "Traditional" live event plans with CLIA and another 4000+ registered a "Virtual" WLCN promotion. That's an increase of 10% in "Traditional" events as compared to 2009 and an increase of almost 30% in "Virtual" events. It

is also proof that CLIA travel agencies and agents are not just waiting for the economy to recover, they are taking matters into their own hands to generate new business.

Good luck with your efforts, we have no doubt that the time and energy will be richly rewarded. CLIA will have WLCN results quickly and if they're anything like last year - over 4,000 participating agents, 43,000 bookings, \$41.4 million in sales and nearly \$5.4 million in commissions – we will all have a great start to 2010!

Share your WLCN stories and Successes with CLIA! Take photos at your WLCN event and send those stories, along with any success stories to CLIA. Let us share your stories with cruise lines, other agents and consumers through public relations, our Facebook page and more. Send your photos and success stories to CLIA via e-mail at wlcnpictures@cruising.org.

CLIA training

CLIA Has Ambitious Plans for Exclusive Training Benefits in 2010



Widely considered to be at the very top of the charts of travel industry training programs, CLIA's training department has ambitious plans for 2010. In 2009, CLIA anticipates delivering over 50,000 individual travel agent training events – in classrooms, at conferences, online, through DVD's, during TrainingFest and at cruise3sixty – and next year there will be even more.

Our goal is to make access to CLIA training easier for you, wherever you live and whatever your needs, to develop professionally and become CLIA Certified cruise sellers. The rewards – an average increase in cruise sales of 261 percent – are incredible. So, be sure your membership in CLIA is current because training is an exclusive benefit of membership, and contact CLIA's training department to find out how you can best take the next step toward professional development!

ATP 4th Quarter



Motivation, Inspiration, and Education are coming soon to a town near you! CLIA will be conducting training seminars in 40 cities throughout the United States and Canada during the months of October, November and December. The two-featured seminars will be:

Delivering Great Customer Service - New Seminar For 2009! Great service is the cornerstone of success for any retail business. But providing it is a challenge in today's fast-paced, high-expectation travel marketplace. In this seminar, you'll explore the five emotional factors that drive your clients' service needs, the ten standards of excellence that the best service-providers follow and the leading technologies that can support and enhance your ability to provide superior service.

Psychology Of Selling. This program will show you how to read your customers and sell from their perspective. Participants learn how to uncover hidden client needs, apply quality service, reinforce client loyalty and customize their sales techniques to different types of cruisers. You will learn the ten fundamentals to building and maintaining client loyalty in today's world.

Please [click here](#) for the 4th Quarter Agency Training Program schedule and registration.

CLIA Seminar Of The Month: 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. (15 Credits)

New DVD for 2010! - Profiting From the Power of Groups

What do the most successful travel agents share in common? At least part of their business consists of groups. This video features interviews with both travel agents and cruise line executives who have far-reaching, first-hand experience with cruise groups. Hosted by Dr. Marc Mancini, this presentation will give you dozens of insights and insider tips on how you too can profit from this important sector of the cruise marketplace. (Approximately 40 minutes). This DVD is included in your 2010 CLIA Travel Agency and Individual Travel Agent membership kits. Or, for additional copies, [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

Exclusive To CLIA Members, The CLIA Webinar Series!



October marks the debut of another brand new membership benefit exclusive to CLIA member agents, the CLIA Webinar Series. Each month, members will be invited, by email, to join a "one time only" Webinar presented by a member cruise line or other CLIA partner. On

October 20, the Series kicks off with Avalon Waterways. Join Avalon to learn about the unique differences of river cruise operators and why Avalon Waterways has quickly become one of the most recognized, fastest-growing river cruise brands in the industry. The webinar also will preview new ships and itineraries for 2010!



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2009

To reserve your Webinar seat for October 20, go to:

<https://www2.gotomeeting.com/register/642962387>.

Other CLIA Webinar dates include: Regent Seven Seas on November 11, Silversea Cruises on December 9, Royal Caribbean International December 16 and AMAWATERWAYS on January 13.

Be sure to watch your CLIA emails for additions to the Series as we will be adding additional dates and learning opportunities.



oct
2009

Explode Your Business With Social Media

By Jason Beukema, MCC, President of Whet Travel Inc.



Beukema recently was recognized as ASTA's 2009 Young Travel Professional of the Year!

The facts on Social Media are staggering. Four of the top 10 websites in the world are social media sites. Facebook and Twitter are growing exponentially. Close to one out of every two people in the US have a social media profile and people are now communicating through social networks more than they are through email. Most importantly for us in the travel business, 30% of social media users ask their friends for advice and tips when planning a trip (PhoCusWright Sept 2009). I think it is evident that we need to be active on these social media sites, but how do we use them to build relationships and get business as travel agents? Let me tell you...

We are experts in the travel business. Many of us have taken CLIA classes, attended ship inspections and have experienced wonderful vacations ourselves. In the past we were only able to share physical photos of our trips or maybe slideshows to a select few. Today, with the use of social media sites, we now have the power to share our photos, videos and stories with everyone in real time. In fact, according to a recent study by PhoCusWright, 30% are uploading pics and changing their status while traveling! Your social media friends share your pictures and expertise with their friends and before you know it, people will start commenting on your pictures, asking you questions and contacting you for vacations. It isn't about selling on social media, it is about sharing, being the expert and providing value and the leads will follow.

Some tips:

Choose your social networks:

- Based on your target market and set up a detailed profile
- Friend/follow people who are more successful than you with social media and do what they do
- If you target an older demo, check out Friendster
- If you only choose one network, choose Facebook
- Upload your client list: Repeatedly throughout the year! Remember almost 1 out of every 2 people in your database are active on a social site!

Be Social, Be Genuine:

- Share what you are doing: What trips are you working on?
- Ask for feedback from your friends about a new flyer, a new promotion, or something you need help with
- Post a link to pictures a client just posted, something funny you or someone else did, or quotes
- Post articles and tips relevant to your market such as some of the articles here in CLIA Today

Be Everywhere with Automation:

- Put links to your social sites on all of your advertising, your email signature, text signature, your business cards and anywhere you can put them
- **PING.FM** will update all of your profiles with the click of a button
- **Hootsuite.com** I love because I can set up future posts and spread things out

Set Time Limits:

- Social Media can be a time pit. Set 20-30 minutes daily to post information and respond to travel requests. Social media WILL grow your business if you commit to using it. My business has doubled this year in large part due to social media. Commit to it, be consistent and most of all HAVE FUN!

And visit me at www.Facebook.com/TravelJason1, www.Twitter.com/TravelJason, www.Myspace.com/TravelJason or www.Linkedin.com/in/TravelJason

To Open Or Not To Open...Emails That Is...

By: Joanie Ogg, CTC, MCC, Joanie Ogg Marketing Group, www.joanieogg.com



Subject lines can be so deceiving, can't they? How many times have you opened an email with absolute certainty that you would be engaged with the content based on the subject line, only to be sorely disappointed and angry that you wasted your time? In fact, I am finding it a game of sorts to see if I can guess by subject line whether someone wants a piece of me, or if there appears to be something important the sender wishes to share with me. My score is getting better at determining which to open, so I did some research on the topic.

We are inundated with media these days. It is a love/hate relationship in many ways. We love the ability to connect 24/7 in a variety of ways with loved ones, friends and customers. There is much to be said for the entertainment value of facebook, Twitter, YouTube and other social media that is now using large chunks of our 24-hour days. On the other side of the coin, is the erosion of precious time. When I log my daily time online, it is no wonder I have no time left for things such as creative thinking, reading a real book, calling someone on the phone and my list goes on.

With the constant messaging coming at us from every angle, how do we skillfully send emails that will not only get attention, but more importantly be opened and read? In researching the topic, I found some terrific hints that I am already putting to good use.

Tip #1 - Keep it short

The rule of thumb is to have it be no more than 35 characters or less.

Tip #2 - Make it about the reader

Write to your reader not at them. Engage by personalization. You typically open your friends and family emails instantly because it is personal. Try the same approach with your customer base.

Tip #3 - A call to action

I am a firm believer in using Calls to Action in advertising and communication. I use it in emails, print ads, promotional flyers and much more. Try to use verbs as they create the urgency for a call to action..

Tip #4 - Simple yet Informative

Make certain your subject line is simple but informative enough to entice your viewers to open it. The email message should also reflect clear, concise information so readers don't get bored and close the window. Ensure your message is simple, clear, informative and engaging.

Tip #5 - DON'T SHOUT!

Do not do what I just did above by using ALL CAPS and exclamation marks. The reader might feel you are yelling. We have all probably been guilty of doing this ourselves by mistake. Being the one the receiving end of one of these is not very flattering either. Simply put, be respectful of your email readers and remember that time is precious. Make sure your messages are the ones they open and not those headed to the trash bin. Once in that bin, it is hard to climb out.



oct
2009

Take Advantage Of CLIA's New Training And Benefits Center



Professional development helps travel agents sell more cruises. But, CLIA's extensive training and Certification programs are not the only learning resource available to member agencies and agents; virtually every cruise line offers its own training program. So, in order to ensure that all our members can make quick and easy connections with every possible opportunity to learn more about cruising, CLIA has just created a new online resource: the CLIA Member Cruise Line Travel Agent Training & Benefits Center. It is easily accessed through the Travel Agent Resource Center on CLIA's website, www.cruising.org.

This is where you can link immediately to every individual cruise line member of CLIA and enroll in their training programs or take advantage of exclusive benefits offered only to CLIA member agents. Depending on the line, training opportunities include online resources and courses, product seminars, webinars, dedicated "academies" or product specialist training programs and more.

Exclusive benefits for CLIA agents may include special FAMS, reduced rate travel, ship inspection priority for graduates of CLIA Certification programs, exclusive invitations for seminars, webinars and seminars at sea and much more. In most cases, your CLIA ID is all you need to have preferred Travel Agent Identification.

CLIA events

Count Down To cruise3sixty!



Registration is in full swing for CLIA's first cruise3sixty in Canada; don't miss out! The 6th annual CLIA cruise3sixty conference takes place at the Vancouver Convention Center in Vancouver, BC., June 2-6, 2010. Experience a portion of what Vancouver can offer your clients for pre/post cruise sightseeing and attractions. There is no better way

to recommend a product to your clients then by trying it yourself, so be sure to take advantage of the generous offers made by our members to all Cruise3sixty delegates! Get your passport ready, sign up for pre-and post tours of beautiful British Columbia and get ready to enjoy the fun! For information and to register, visit www.cruise3sixty.com.

Other upcoming events:

- **CLIA's fifth annual WORLD'S LARGEST CRUISE NIGHT – It's here!**
We expect over 5,000 live and virtual consumer cruise promotions and it's not too late to produce an online promotion for your agency. Send CLIA your WLCN photos and success stories to wlcnpphotos@crusing.org.
- **10th INTERNATIONAL CONFERENCE ON GAY & LESBIAN TOURISM**, Boston Park Plaza Hotel, November 1-4. Presented by Community Marketing Inc., this is an opportunity for agents to further develop this important travel market. CLIA members receive \$100 off registration and, for a limited time, a special hotel rate of \$199 per night, including taxes. Visit <http://communitymarketinginc.com>.
- **LUXURY TRAVEL EXPO 2009**, December 1-3, 2009, Las Vegas Nevada. Receive CLIA training by attending these two CLIA seminars: Better Listening Skills for Better Business, and "Creating a Cruise Marketing Plan," both on December 3. Visit <http://www.luxurytravelexpwest.com/ltewest/v42/index.cvn>



oct
2009

CLIA team member

Profile: Judy Woods, Office Manager



Judy works in CLIA's satellite office in the Washington D.C. area handling administrative duties for the technical and regulatory affairs department, and serves as assistant to Michael Crye, EVP. She will celebrate her 9th year with the association later this month. As a Connecticut native, she came to the D.C. area for college and then began her 20+ years in non-profit association work. In her spare time she volunteers for homeless causes, local political campaigns, and spends time with family and friends.

CLIA industry focus

Travel + Leisure/CLIA Survey Finds Travelers Planning To Vacation



More than half of respondents (58 percent) in a survey from Travel + Leisure and CLIA said the economy would not impact their travel plans and more than three quarters (76 percent) said they planned to travel as much this year for leisure/vacation as they did in 2008. Given the fact that respondents spent an average of \$13,830 on leisure travel

last year, these survey results are welcome news for the travel industry and sellers of cruises and other types of vacations.

The survey of Travel + Leisure subscribers found that nearly one-third (32 percent) planned to travel more in 2009. 32 percent of respondents cited "discounts and special offers" as the most important factor that would influence travel this year, while 25 percent chose "togetherness with family/spouse" as most important. Over half (51 percent) have taken a cruise in the last three years and more than one third (34 percent) plan to take one this year. Of those readers who haven't taken a cruise in the last three years, inclusive pricing for a cruise is seen as a key benefit (69 percent).

According to the survey, 36 percent of Travel + Leisure readers feel that a cruise vacation offers the most value for money spent, followed by an all-inclusive resort (24 percent), vacation home rental (21 percent), and package tour (19 percent). Respondents said that if they were only able to take one vacation in the U.S. and one vacation outside the U.S., they would select a beach resort (24 percent) for their U.S. trip and they would choose a cruise (29 percent) for their international getaways. On average these consumers planned to take a total five leisure trips this year.

Top factors that influence respondents to travel include: discounts and special offers (32 percent), desire for togetherness with family/spouse (25 percent), and perceived value for money spent (18 percent)

"While these are challenging times, Travel + Leisure readers still recognize the importance of getting away, whether it's a week at a beach resort, a quick big city escape, or a European cruise. These survey results underscore our readers' enthusiasm for travel, making them a valuable audience, especially for marketers looking to reach those with the means and desire to go away now," said J.P. Kyrillos, VP/publisher of Travel + Leisure.

"The findings of this CLIA/Travel + Leisure survey confirm what our member cruise lines and travel agents continue to report: that for many consumers, economic worries are not dampening their enthusiasm to travel, which has become an integral part of their lifestyle," said Terry Dale, CLIA's president and CEO.

Other highlights of the survey:


- For international leisure travel, 29 percent of respondents named cruising as the top choice of "type of vacation," followed by beach resort (19 percent), and big city (16 percent)
 - Cruising ranked number one for "most value for money spent" (36 percent) and "easiest vacation to plan" (34 percent)
 - What they like best about a cruise: the opportunity to visit several destinations in one trip (38 percent)
 - For more than two-thirds of respondents (69 percent), inclusive pricing for ship, meals, and entertainment was their perceived value of cruising
 - While only 5 percent of respondents have taken a world cruise, 16 percent said it would be their ideal cruise
 - Only two in five had a cruise ship or cruise line preference, and one-third said they preferred small ships
- The survey also provided insights for areas of opportunity to attract those who haven't taken a cruise in the past three years:
- Respondents who hadn't cruised in the past three years said they prefer short cruises and smaller ships
 - 42 percent said their ideal cruise experience would be an adventure cruise to exotic destinations (42 percent) 30 percent say that togetherness with family/spouse is the most important factor influencing them to travel
 - The inclusive pricing for ship, meals, and entertainment is cited as the key benefit to cruising (69 percent)



oct
2009

CLIA cruise news


Carnival Corp. Reports Income; Expresses Optimism For Industry

 **Carnival Corporation & plc** (NYSE/LSE: CCL; NYSE: CUK) reported net income of \$1.1 billion on revenues of \$4.1 billion for its third quarter ended August 31, 2009. Micky Arison, Carnival Corporation & plc Chairman and CEO, said, "given the global economic environment earning more than \$1 billion this quarter was quite an achievement and is a testament to the power of our global brands. Our net income for the quarter exceeded our previous guidance, as a result of better than expected pricing on close-in bookings worldwide during the seasonally strong summer period." Since June, Carnival booking volumes for the remainder of 2009 and the first half of 2010 are running 19 percent ahead of the prior year. "We are encouraged by the strength we have had in booking volumes throughout the year. Consumers are responding to the attractive pricing and product offerings our brands have in the marketplace. We have begun to experience an extension in the booking window as consumers realize the best value by booking early. For consumers, the value proposition has never been greater than it is now, so prospective vacationers looking for the best price should act quickly," said Arison.

Shipping News

- Carnival's *Dream* comes true: **Carnival Cruise Lines** took delivery of the 130,000-ton *Carnival Dream* in September. The ship, Carnival's largest, will finish a series of Mediterranean voyages before sailing the Atlantic to New York. After a couple of eight-day Caribbean cruises from there, the ship will be positioned in Port Canaveral.
- *Independence* for ACL: **American Cruise Lines'** 104-passenger *Independence* will arrive in time for the 2010 season. Under construction at Chesapeake Shipbuilding in Salisbury, Md., the ship will be ACL's largest in a fleet of five. ACL offers a variety of East Coast itineraries. The *Independence* will sail New England, the Hudson River and the southern coast.
- North to Alaska for Disney: In a first for the company, **Disney Cruise Line** will position *Disney Wonder* on the West Coast in 2011 for Alaska cruises from Vancouver and Mexico cruises from Los Angeles.
- Renovation at Regent: **Regent Seven Seas Navigator** has completed a major renovation, adding two new restaurants and a Canyon Ranch SpaClub®

New Ships For Port Everglades Reflect Industry Diversity

 Two new ships - Royal Caribbean International's *Oasis of the Seas* Silversea Cruises' *Silver Spirit* - will be officially named at Port Everglades this winter, reflecting the exceptional diversity of the cruise product. *Oasis* will be the world's largest, carrying 5,400 passengers, while the 540-guests *Silver Spirit* represents a new generation of ultra-luxury small ships. 'It is always an honor for a cruise port to host the naming of a new cruise ship, and this year we are doubly honored to host new ships that are already making headlines,' said Port Everglades director Phil Allen. Other new vessels making their debuts at Port Everglades include MSC Cruises' *MSC Poesia*, the *Seabourn Odyssey* and the *Celebrity Equinox*.

New Industry Appointments

- Edie Bornstein has been selected as vice president of sales and marketing for Azamara Cruises and Bert Van Middendorp joins the team in the new position of associate vp hotel operations. Bornstein served as vice president of business development and strategic partnerships for Carnival Cruise Lines and as a senior executive at Cunard Line and Seabourn Cruise Lines. She was noted for developing partnerships with such brands as Canyon Ranch Spa, Chopard, Waterford-Wedgewood, Veuve Clicquot and others. Prior to joining Azamara, Van Middendorp was a founding member of SeaDream Yacht Club with Larry Pimentel, Azamara's new president and CEO.
- Bruce Rosenberg has been chosen as vice president of marketing for AMAWATERWAYS. Previously he held positions with Hilton Hotels, Pleasant Holidays and Continental Airlines.
- Brian Johnson has taken over as director of corporate training and development for Holland America Line with responsibility for personnel training and development programs for fleet and land-based operations. He joins the company from Princess Cruises.




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oct
2009

CLIA cruise line profiles

Hurtigruten

 **HURTIGRUTEN** along the spectacular Norwegian coast, Greenland, the Arctic's Spitsbergen, or Antarctica should consider a *Hurtigruten* in voyage.

Norway: Enjoy "The World's Most Beautiful Voyage." Hurtigruten has navigated the spectacular west coast of Norway for more than 116 years. Our guests will enjoy 1,250 miles of stunning fjord-filled landscapes with the opportunity to experience dog sledding, snowmobiling and the elusive Northern Lights in winter or the exquisite Midnight Sun and the exciting Sea Eagle safari in summer.

Explorer Cruises: For travelers looking for more of an adventure cruise, we offer once-in-a-lifetime Expedition voyages to Spitsbergen, (the Arctic) Greenland and Antarctica.

The largest Norwegian island in Svalbard archipelago, Spitsbergen is the last wilderness of Europe, rich in unspoiled nature and wildlife with glaciers, whales, seals and an abundant birdlife and rare Arctic flowers.

Greenland: These expeditions bring you to the world's most active glaciers, calving of icebergs and close contact with the local Inuit population while providing cultural and historic insight through excursions and lectures.

Antarctica: This incredible area of the world offers the most magnificent mountains, fjords, glaciers, icebergs and an abundance of wildlife including several species of penguins. Zodiac landings, expedition guides and lectures create an intimate learning experience and are perfect for the well-traveled in search of mind-enriching experiences.

Gota Canal: Travel the hand-excavated canal between Stockholm and Gothenburg on a vintage ship, experiencing 66 locks along the way.

General Office: 800-323-7436	Individual Reservations: 800-323-7436
Brochures / General Information: 800-582-0835	Group Reservations: 800-323-7436

Key Selling Points

1. Unique exploration voyages to remote and unusual parts of the world for passengers seeking alternatives to traditional cruise experiences and with an interest in smaller ships
2. Voyages provide the mature, seasoned upscale traveler with learning experiences, soft adventure and intimate encounters with nature
3. Senior Savings on most Hurtigruten sailings for passengers 67 and older: \$85-\$155 per person, and AARP savings of \$100-\$150 per cabin
4. State of the art ships offering well-appointed suites, Internet cafes, comfortable lounges, fitness facilities and outdoor Jacuzzis
5. Cross selling opportunities
6. Multi-national passengers - opportunities for cultural exchanges and experiences

Norwegian Cruise Line



NCL Corporation is an innovative cruise company headquartered in Miami, Florida, with a fleet of 11 ships in service and one vessel delivering in Summer 2010. The corporation is the holding company for various subsidiary companies involved in owning and operating the ships of Norwegian Cruise Line.

NCL is known for its signature Freestyle Cruising. Challenging the conventional model of cruising, this onboard program is designed to meet the changing needs of today's cruise passengers. It offers NCL passengers a more relaxed, resort-style cruise product with complete flexibility and non-intrusive service of the highest standard. Hallmarks of the innovative onboard program include up to 20 places to eat (from casual to elegant), open seating and extended hours in the main restaurants, "resort-casual" attire each night, simplified tipping procedures, and a more leisurely disembarkation procedure.

In the summer of 2010, *Norwegian Epic* joins the fleet sailing to the Eastern and Western Caribbean roundtrip from Miami. The ship will expand the concept of Freestyle to include entertainment, with headline acts such as Blue Man Group.

General Office: 305-436-4000	Charter Information: 866-NCL-MEET
Brochures / General Information: 800-323-1308	Air/Sea Arrangements: 800-327-7030
Individual Reservations: 800-327-7030	Handicapped Passenger Services: 800-327-7030
Group Reservations: 800-327-7030	Guest Passenger Relations: 866-625-1164
Incentive Sales: 866-NCL-MEET	Travel Agent Sales Support: 800-327-7030

Key Selling Points

1. NCL offers Freestyle Cruising, which challenges the conventional model of cruising and is designed to meet the changing needs of today's cruise passengers. Freestyle Cruising is characterized, in particular, by having no fixed dining times, no formal dress code, up to 20 different dining experiences (from relaxed to elegant), relaxed disembarkation and even more lounges, bars, theatres and other entertainment and activity options
2. NCL offers cruises from 12 U.S./Canadian ports: Boston, New York, Philadelphia, Baltimore, Charleston, Miami, New Orleans, Los Angeles, San Francisco, Seattle, Vancouver and Honolulu
3. NCL's innovative Villas consist of Courtyard Villas, Garden Villas, and Delux Owner's Suites, which are located on the top two decks of each Jewel-class and Epic-class ship. Guests in these luxurious accommodations can enjoy a private haven while still experiencing all the amenities, and Freestyle flexibility of a big ship

CLIA member line FAM & educational opportunities

AMAWATERWAYS Invites Agents To FAM



CLIA Agents can take advantage of six Executive River Fams being conducted October 26th thru Dec 21. Each river cruise will be hosted by an AMAWATERWAYS Executive and you will enjoy hands-on product experience while learning new strategies to boost your sales! [Click here](#) to learn more about the series and for registration information.

Avalon Waterways Travel University River Cruise course



Learn about one of the hottest products in the travel industry. Whether it's ship and destination information or common questions and terms, this course will teach you about the lucrative world of river cruising! Plus, you can earn 2 Continuing Education Units from The Travel Institute! For more information, visit www.globusfamilypartner.com.

Exclusive Avalon Waterways Webinar for CLIA Agents!



Join us October 20 to learn about the unique differences of river cruise operators and why Avalon Waterways has quickly become one of the most recognized, fastest-growing river cruise brands in the industry. Also, we'll show you our new ships and itineraries we have in store for 2010! Space is limited! Reserve your Webinar seat now at: <http://www2.gotomeeting.com/register/642962387>



CRUISE LINES INTERNATIONAL ASSOCIATION, INC.

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 2009

CCL University Celebrates Over 1,000 Graduates



CCL UNIVERSITY

Carnival Cruise Line's new online travel agent training program, CCL University, officially launched in September and already has more than 1,000 graduates who earned their Bachelor's of Fun degree.

The first 1,000 graduates were designated as the CCLU Inaugural Class and will receive special recognition. Carnival will make a \$20 donation to a charity of the graduate's choice from a list of national well-known organizations; St. Jude Children's Research Hospital, Big Brothers Big Sisters, Make a Wish, American Red Cross, Camillus House and Special Olympics. All agents graduating with a Bachelor's of Fun degree will receive a special personalized diploma and CCLU logo along with 5 CLIA Certification credits and 4 Continuing Education Credits (CEUs).

To continue their education, travel agents can earn a Master's of Memories advanced degree and Ph.D. of Awesome by visiting www.BookCCL.com and participating in valuable training events such as webinars, seminars, "Fun For All" Weekends and more. In addition to other great benefits, agents with a Master's of Memories degree will receive bonus commission coupons plus up to 6 CLIA Certification credits. Those who achieve a Ph.D. of Awesome degree will earn additional bonus commission coupons and up to 14 CLIA Certification credits.

Agencies can earn an Agency of Funology degree and receive bonus commission coupons and an entry in a quarterly drawing for a three to five-day cruise in an ocean view stateroom. Visit this new interactive training site by visiting BookCCL.com today!

Costa Invites CLIA Agents To Experience Love, Laughter And La Dolce Vita Costa Style!



Two great exclusive CLIA Fams are available from \$299 per person. There's even a Tuition Reimbursement Program with the opportunity to earn back your cruise only fare! Experience the warmth and charm of Cruising Italian Style aboard either the Costa Atlantica or Costa Fortuna and enjoy business building seminars, Hosted cocktail parties and all of the amenities your clients enjoy! Space fills quickly so act today! Click on the links below and take advantage of this fantastic offer and treat yourself to a fun filled week with all the love, laughter and la dolce vita that has made Costa famous.

Costa Atlantica January 9, 2010 7 Night Caribbean:
[www.sailcosta.com/6339 CLIA FAM/CLIA AT.pdf](http://www.sailcosta.com/6339_CLIA_FAM/CLIA_AT.pdf)

Costa Fortuna February 28, 2010 7 Night Caribbean
[www.sailcosta.com/6339 CLIA FAM/CLIA FO.pdf](http://www.sailcosta.com/6339_CLIA_FAM/CLIA_FO.pdf)

Disney Offers One-Stop Training



The Disney Learning Connection is your one-stop training site created just for you the travel professional to increase your knowledge of our Disney Cruise Line product. Simply go to:

www.disneytravelagents.com>>mydisneytools>>disneylearningconnection

Disney training opportunities include:

- Online training courses along with descriptions for each
- College of Disney Knowledge
- Information for on-site training opportunities

Maximize this resource for your Disney Destination training needs. If you're new to the Disney Learning Connection, be sure to start with our New User Orientation called "Discovering Disney Learning Connection", easily accessed under Quick Tips on the site's home page.

Earn CLIA Credits With Hurtigruten Academy



This easy to use program allows you to participate in Hurtigruten's online seminars at your own pace, on your own time – earning you valuable CEU and CLIA credits!

The program is broken down into various modules that will best teach you all there is to know about Hurtigruten. By the end of the program, you'll be an expert on our destinations, flexible itineraries and luxurious ship amenities. Plus you'll be able to qualify clients who are a good fit for a Hurtigruten cruise; answer questions confidently, address clients' concerns professionally and successfully close the sale. Simply visit www.hurtigrutenacademy.com to register. Once you have passed the course, you will become a Certified Hurtigruten Specialist complete with a Certificate of Achievement and a window decal to display. Plus you'll earn up to 15 credits from CLIA!



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oct
2009

Royal Caribbean Says "Experience Interactive Learning"



Royal Caribbean International is raising the bar for market intelligence with live Webinars to help you learn more-and sell more. It's an informative, interactive and useful way to build your business. This monthly webinar series is truly a learning experience you can't afford to miss!! Register at www.cruisingpower.com.

This month it's "Prepare for Wave"

Description: Come and join us for an informative session on key strategies in preparing for a successful wave season. Although we have seen bookings closer in, wave season always produces new opportunities for selling!

Date and Time: Wednesday, October 21, 2009 (45 min) - 12:00 pm EDT (GMT -04:00).

Dial in Information: 1-877-461-9634 Conference Code: 333 73 395

Meeting Number: 592 238 875 (Requires operator assistance). Instructor: Derrick Johnson.

CLIA partners

Get Rewarded For Booking Sabre Cruises!



Is it really so wrong to want it all? Not as far as Sabre® Cruises is concerned. You deserve it. That's why we've dedicated ourselves to giving you the most rewarding cruise booking experience EVER!

From now through October 31, you'll earn 300 Sabre® Rewards Plus points for every* Sabre Cruises booking. Go online and get all the same content and fares you'd get by going direct — but in a fraction of the time. And earning your rewards points is easy:

Step 1: If you're not already a member, sign up today at www.sabrerewardsplus.com.

Step 2: Enter your email address in User Preferences in Sabre Cruises.

Step 3: Book any cruise and CHA CHING... 300 Rewards Plus for you!

Points are redeemable for brand-name merchandise, travel perks, popular gift cards as well as educational opportunities. So what are you waiting for? Get started booking and watch the Rewards come sailing in.

American Express OPENSM



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.

Business Card members can leverage an enhanced set of products, robust on-line account management capabilities, and automatic savings from an expanded lineup of air, lodging and other business partners. **OPENForum.com**, an example of the resources OPEN provides, is an on-line portal that offers insights from expert business owners as well as opportunities for networking with other entrepreneurs.

To obtain more information about OPEN, visit OPEN.com, or call 1-800-NOW-OPEN to apply for a Card. Terms and conditions apply.

British Columbia - Pre/Post Cruise Options – Victoria



Victoria, **British Columbia's** provincial capital, is an easy three-hour trip by road and ferry, or an exhilarating half-hour floatplane flight from Vancouver. It's one of BC's prettiest and most visited towns, boasting the mildest climate in Canada: it rarely snows here and flowers typically bloom in February.

Victoria has clung steadfastly to its British roots. Afternoon tea is served at the Empress Hotel, as it has been daily since 1908; antique, tweed and sweet shops abound, as do pubs, gardens, red phone boxes, and even double-decker buses. Its setting at the southern tip of Vancouver Island, is sublime. The city centre, with its stately Edwardian architecture, surrounds the Inner Harbour. Street entertainers play along the causeway in the summer and flower baskets hang from the lampposts. The mountains of Washington State, across the Juan de Fuca Strait, form a backdrop and, come evening, the Parliament Buildings are lit with 3,333 tiny lights.



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oct
2009

Port Everglades, Department Of Broward County



Port Everglades is the cruise ship capital of the world with more than 3 million passengers expected this year 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.



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oct
2009

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@cruising.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@cruising.org.