

Let CLIA help *you* gain your fair share
of the Luxury Cruise Market.



Become a Luxury Cruise Specialist!

Increase your profit potential

Luxury cruises are one of the fastest growing segments of the travel industry! Since luxury cruises have higher price points, you can substantially increase your profits by selling more luxury cruises and earning higher commissions. The best way to do this is by taking advantage of CLIA's new Designation program and becoming a **Luxury Cruise Specialist (LCS)**.

As A Luxury Cruise Specialist, You Will:

- Learn more about the luxury traveler
- Gain first-hand experience of the luxury cruise product
- Attain the sales skills needed to meet the needs of the luxury market, the incentive market, and the special interest/niche markets
- Receive industry recognition, CLIA promotion, and referrals

**Register Today To Become A Luxury Cruise Specialist
And You'll Be On Your Way To Earning Higher Commissions!**



LCS Requirements

A. PREREQUISITE

- Affiliation with a CLIA member travel agency
- Successful completion of the CLIA Accredited Cruise Counsellor Certification program*

B. PROGRAM PARAMETERS

- Course work and ship inspections must be completed within 5 years of enrollment date
- Ship inspections from 3 years prior to the enrollment date can be applied toward completion of the LCS Designation
- Required training courses completed prior to enrollment can be applied toward the LCS Designation

C. MANDATORY TRAINING

- Completion of the following seminars:
 - Selling to Special Interest/Niche Markets (live and online)
 - Cruising – The Ultimate Incentive (live and online)
 - Understanding the Luxury Market (online only)

D. PRODUCT KNOWLEDGE CLIA Member Cruise Lines only

- Two ship inspections are required:
 - One ship inspection of any vessel from the following CLIA member lines: Crystal Cruises, Cunard Line, Regent Seven Seas Cruises, Seabourn Cruise Line, SeaDream Yacht Club, Silversea Cruises
 - One ship inspection of a designated state room category from the following CLIA member lines: AMAWATERWAYS, American Cruise Lines, Azamara Cruises, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, MSC Cruises, Hurtigruten, Norwegian Cruise Line, Oceania Cruises, Pearl Seas Cruises, Princess Cruises, Royal Caribbean International, Uniworld River Cruises, Windstar Cruises (Additional information about designated categories will be provided with enrollment materials.)

*Please visit the CLIA web site www.cruising.org to learn more about ACC requirements.

Luxury Cruise Specialist Designation
is a great value!
Enrollment is only \$30.

Luxury Cruise Specialist

Application Form



All information is required in order to process your request. PLEASE PRINT.

Personal Information

Counsellor Identification # (CID): _____

Mr. Mrs. Ms.

Name: _____

Home Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Home Phone: _____ Home Fax: _____

Your E-mail: _____

Your Daytime Phone: _____

Agency Information

Your Agency Location's CLIA ID#: _____

Agency Name: _____

Agency Street Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Agency Phone: _____ Agency Fax: _____

Please send my materials to my: Home Office

Payment Information

ENROLLMENT FEES ARE NON-REFUNDABLE AND NON-TRANSFERABLE (NO EXCEPTIONS)

Enrollment Fee: \$30 (U.S.D)

Type of Payment:

Check (make payable in U.S. funds to CLIA)

Visa MasterCard AMEX

Credit Card #: _____ Security Code: _____

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Date: _____

Please mail your completed application and payment to:
Cruise Lines International Association, Inc.
910 SE 17th Street, Suite 400
Fort Lauderdale, FL 33316-2968

If paying by credit card, you may fax your completed application to **754-224-2250**. For more information please visit us at www.cruising.org or call **754-224-2200**.

CLIA Cruise Counsellor enrollment fees are non-refundable and non-transferable. Your official enrollment date will be effective 2-3 weeks after CLIA receives your application.

Your enrollment materials will be sent 2-3 weeks after your application has been approved.

