

CLIA UK & Ireland Travel Agency Membership Benefits 2022



CLIA Confidence

Be ready for the opportunities ahead

In May 2021 *MSC Virtuosa* became the first ship to sail out of Southampton signalling the restart of domestic cruising and ushering in a tremendously successful summer of cruise holidays in UK waters. That summer season has been followed by the restart of international cruising, and so we now turn to the opportunities ahead across the industry and across the world, with plenty of new ships, new onboard innovations and new destinations.

We know that the past 20 months have been extremely challenging for most of the travel industry and the cruise ecosystem, but our ability to work together and come together throughout that period, both virtually and online, has given many of us the support and interaction that we have needed.

CLIA will ensure our members remain informed of the latest news and have the tools needed to sell cruises with confidence; so make time each day or week to check in with CLIA via our social media pages and our website as that way, you won't miss a thing!

24/7 Access to our learning and resources - with a personal login

Get onboard with our 3 levels of certification

CLIA offers the only cruise industry certification scheme for travel agents in Europe, where every individual can follow their own e-learning path and gain a cruise Certification. There are three levels of certification available. These must be completed in sequential order, beginning with an *Introduction to Cruise Sales (Accredited)*, progressing to *Ambassador* status and ultimately achieving the *Master Certification* with us, confirming your status as a true advocate of the cruise industry.

Access to unique cruise resources online, including:

- Cruise News & Opinion Articles
- Cruise Line & Travel Agent Associate Contacts
- Digital Brochure Rack

The ultimate destination – YOUR Agent Resources

This section of the website contains a whole host of incredible CLIA produced Guides, Factsheets, Reports & Presentations, including:

- **Destination Factsheet series** - Each factsheet includes the Top 10 reasons to cruise there, the best time to visit, Top 10 key attractions - including a labelled map of the region - and the key considerations when making a booking in this region.
Note - this is a series that you can download and keep!
- **Three New-to-Cruise Guides – Ocean, River & Expedition** - We have produced three guides aimed specifically to assist travel agents who may be new to these cruise sectors. They provide an overview of key aspects of the cruise experience, including dining, staterooms, shore excursions, embarkation days and onboard entertainment, as well as information on the all-important embarkation ports of key cruising regions. In 2022, we will release a *New-to-Yacht & Sail Cruising Guide*, including mini-profiles of the different sail and yacht ships, and insight into popular destinations for these vessels.

Ready when you are! A Hybrid Programme of Events

The 2022 CLIA events calendar will offer a wide variety of both virtual and in-person events so that there is something for everyone. The themes of our virtual sessions will provide a variety of opportunities, including:

- Showcases themed on different cruise sectors
- Virtual Ship Tours
- Sales-focussed Updates
- Brand Product Presentations
- Expert Q&A Interviews
- River Expert Panels

We will announce new webinars and virtual events throughout the year – so do keep coming back to check! All previously recorded virtual content can be watched back online via the “Webinars OnDemand” page on cruising.org

Flagship In-Person events

CLIA RiverView Conference - Budapest

Sunday 20 – Tuesday 22 March 2022

The 10th Anniversary RiverView Conference heads to Hungary’s capital, offering delegates two nights onboard river ships and a full day of business sessions and networking. Offering Guided Ship Tours to 9 different brands across two days, alongside a local Budapest excursion and two celebratory dinners, we would love you to join us!

CLIA Conference 2022 - Southampton

Details announced soon

Plans are underway for the return of our CLIA Conference in Spring 2022, offering the opportunity to get onboard again and experience first-hand the hospitality of the cruise industry. The Conference is a celebration of the diverse range of cruise products available, and our delegates will be invited to hear from industry-leading figures and connect with local sales representatives.

CLIA Residentials 2022 - Luxury, Expedition & River

Details announced soon

CLIA’s event portfolio will be extended to offer a number of Residentials offering more immersive and intimate educational experiences. With limited delegate numbers, we can offer dedicated time with sponsors and experts to really develop understanding and knowledge of these sectors and their unique selling points.

CLIA Conference - Ireland

A CLIA Conference will be held in Ireland aimed exclusively at our Ireland-based travel agency members, with a focus on giving you practical advice and support to help you grow your cruise sales. The day will consist of networking opportunities, conference sessions, guest speakers and expert panels.

Promoting your business with CLIA Membership

Opportunity to be listed within our Agency Finder search

All UK & Ireland based Member Agencies have the opportunity to be listed within our consumer-friendly “Agency Finder” available at [cruising.org](https://www.cruising.org), confirming CLIA Membership status. We will always drive consumer business back to our Member agents as your knowledge of the industry helps you to match your customer with the right cruise, the right ship and the right itinerary.

Use of the CLIA logo

On your website and communications, to promote your membership

CLIA Cruise Week – September 2022

CLIA member agents will have access to a range of trade-specific cruise activity and resources across Cruise Week 2022. We will publish original content and a wealth of cruise inspiration across our social media platforms during the week, and cruise lines, river cruise operators and members of the CLIA team will take the campaign on the road across the month, visiting trade partners to help amplify the cruise message.

Opportunity to purchase your EMBARCIDcard

Available for CLIA Member Travel Agents to purchase for a small charge (or download at no additional cost), individual members of the scheme will receive a photo ID card which will allow you to identify yourself as an official travel agent. Alongside receiving the physical ID card confirming your membership status, card-holders enjoy discounted rates when registering for CLIA events, and access to additional benefits from CLIA Partner businesses. All CLIA in-person events will now include an EMBARCID Prize Draw, exclusively for all EMBARCID card-holders in attendance on the day.

CLIA Member Incentives & Resources

2022 Membership & Sales Guide

All Member Agencies will receive their copy in early February – complete with the latest Trade Sales contacts for all CLIA Cruise Lines and River Cruise Operators, so whether it is re-connecting or starting a relationship with a line you've never before worked with, these contacts will allow you to get in touch. The Guide also offers an overview of Summer 2022 deployment.

RiverView Program

If you're looking to brush up on your river cruising knowledge, we have a new Certificate Program dedicated to help with this. Available exclusively as part of the new RiverView Program, both European and Worldwide River Cruising are covered, with comprehensive information on the key rivers you need to know about - completion of which offers a Certificate of #RiverCruiseExpert status. Members also receive a monthly eNewsletter dedicated to the River Cruise sector.

Touchdown Travel Industry Services

As a CLIA member booking personal travel through Touchdown, you get your cruise booking fee waived, saving you £89 per cabin. Touchdown TIS offer a variety of worldwide holiday deals exclusively reduced for travel agents.

CLIA Communications

Receive our weekly eNewsletter

All members with an active profile at cruising.org are automatically enrolled to receive the weekly eNewsletter. Now presenting 5 top stories from the past week, we aim to become your one-stop-shop to keep you in the know on our fast-moving industry. From ship launches to deployment changes, technology innovations and destination news, we give you the headline and a link to read more from one of our trade media partners. We also have dedicated sections on CLIA Events, CLIA online resources and occasionally features from our Partners. These allow you to make sure you're making the most of your membership with us - signing up to any new training or networking events we have announced, and accessing the latest resources we've added to cruising.org

Monthly Podcasts

CLIA now produce two monthly Podcasts, focussing separately on both ocean and river cruising with Guest speakers, Cruise line representatives and expert panels. Available to stream via cruising.org or download from multiple mainstream channels including iTunes, Spotify and Soundcloud.

Social media

CLIA are active across a number of social media channels, principally Twitter and Facebook. Agent members also have a dedicated Facebook Group "*CLIA UK & Ireland Travel Agents*" to communicate with peers, and access news and offers from our cruise lines who post directly to this group.