



Monday 20 – Friday 24 September 2021

GUIDE FOR TRAVEL AGENT MEMBERS

Where to find us

Online - We have a web page for the week that will be added to as we approach the Week itself
<https://cruising.org/en-gb/cruise-week>

Facebook - We have our Facebook page where some updates will appear across the month
<https://www.facebook.com/CLIAEurope>

Twitter - Our official Twitter feed is <https://twitter.com/cliauk>

Hashtag - Our official hashtag is #CLIAcruiseWeek

Engage on Social Media

From Monday 20 to Friday 24 September there will be daily themes on different elements of the cruise experience. Both CLIA and CLIA cruise lines and river cruise operators will be adding a lot of inspirational content across social media in line with these themes.

The Daily themes are:

- Monday 20 Sept **Shore Excursions & Destination**
- Tuesday 21 Sept **Entertainment & Family Fun**
- Wednesday 22 Sept **Dining**
- Thursday 23 Sept **Onboard Accommodation**
- Friday 24 Sept **New Ships & a focus on CLIA Fleets**

Engage with these Themes:

We would love for you to create your own social media posts on these themes, or comment on and share our posts – always remembering to use the hashtag #CLIAcruiseWeek

Share a Team photo or Selfie:

The front cover of the CLIA Cruise Week Guide being posted out to all UK & Ireland based agencies features the logo of the campaign, and we encourage you to take a team photo (or selfie!) holding up the #CLIAcruiseWeek logo to share your support – using hashtag #CLIAcruiseWeek

cruising.org

Suite 210a | 75 King William Street | London | EC4N 7BE | +44 (0)203 903 5450

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[Join the “CLIA UK & Ireland Travel Agents” Facebook Group](#)

As we head towards CLIA Cruise Week, we thought Fridays would be perfect to dedicate a little time to sharing our favourite elements of the cruise experience. Make sure you join the “CLIA UK & Ireland Travel Agents” Facebook Group for our Friday “Tea-sers” and access to a wealth of cruise insight, competitions and more...

Join the Facebook Group now: <https://www.facebook.com/groups/cliatravelagents/>

[Access our newly created content](#)

In advance of the CLIA Cruise Week, we have created a number of new resources:

CLIA Cruise Week Guide: A newly-produced guide, containing CLIA updates, cruise experience overviews focussed on our daily themes, and two new factsheets highlighting new ships on the orderbooks for 2022, and complete fleet overviews of all CLIA cruise lines & river cruise operators.

Guest Articles: We have a series of guest articles focused on cruise resumption, each written by a prominent cruise journalist. The articles will share feedback from their experiences of 'seacation' sailings and insight into what we can look forward to in the coming months.

These can all be accessed here: <https://cruising.org/en-gb/cruise-week>

[CLIA Cruise Week – The Big Cruise Quiz](#)

Wednesday 22 September – 6pm

We are testing the knowledge of the cruise community with a virtual quiz available to all CLIA Member agents! We will cover all elements of the cruise industry with both multiple choice and picture rounds – with prizes for our highest scoring agents.

Register now to join the Quiz: <https://www.surveymonkey.co.uk/r/BigCruiseQuiz>

[Do Your Thing!](#)

We want to make as much noise and interest in cruise during the week as possible, so do your own thing to help raise the profile of the Week! Use the logo in any marketing or social media posts and keep talking to your customers about all of the incredible cruise holiday options they have available.

Thank you for your support!

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