

Be part of it



CLIA

2023

cruising.org

CLIA UK & Ireland

Travel Agency Membership Benefits 2023

Seize the Opportunity *Get ready for the next chapter*

The consumer data that CLIA tracks on holidaymakers ready to cruise has never been more favourable – and signals that 2023 will be a terrific year of growth. We know that people who take a cruise will overwhelmingly sail again; but it is those who have never sailed where our research tells us that 66% are ready to be offered the right cruise. In other words, there has never been a better time to offer a cruise holiday to all holidaymakers.

And that is really why CLIA is here – to provide unbiased, independent and comprehensive training and resources so that our travel agent members have the right knowledge and inspiration to offer a cruise holiday to all holidaymakers. And the cruise industry is doing its bit too – by investing in new ships, new itineraries and new experiences to offer cruise holidays that will appeal to as broad a group of customers as possible.

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!

Available to CLIA Travel Agent members through 2023 membership:

- **24/7 access to our learning and resources with a personal login to cruising.org**
- A membership built around you
- **Virtual and OnDemand sessions** - *Ready when you are*
- **In-Person events** - *Flagship Conferences & bespoke sessions**
- **Promotion of your business** - *As an official travel agent of the global cruise industry*
- **Exclusive Incentives & Resources**
- **CLIA and industry news through our member newsletter & social channels** -
Keep in the know on the latest developments

24/7 access to our learning and resources with a personal login to cruising.org – A Membership built around you

Based on feedback, we are working to make sure we offer greater guidance on matching the resources we offer to the differing levels of cruise experience and confidence that we know we cater for amongst our membership. CLIA membership and cruising.org offers something for everyone - from podcasts to downloadable factsheets and guides, online modules to OnDemand content and in-person Conferences to virtual training. We will help direct you to the most relevant resources to help you grow your cruise sales – your own pathway to success!

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 Certification* and ultimately achieving the *Master Certification* with us, confirming your status as a true advocate of the cruise industry.

Agents achieving or renewing their Master Certification in 2023 will be invited to attend a shipboard Lunch hosted by CLIA.

NEW New-to-Selling Cruise

Jumping-in to online training can be daunting, so we're going back to basics and adding a wealth of introductory need-to-know cruise content that will put you in a great position to start your cruise sales journey. The content will not be presented as a module and will instead be readily available for you to dip-in and out, with an optional Quiz at the end to formally recognise your completion.

Access to unique cruise resources online, including:



Cruise Daily - The latest cruise news, industry analysis and opportunities to engage with the cruise community:

- Trade Sales Noticeboard
- Latest Cruise News
- *Last Month in Cruise* Article
- Latest CLIA News & Video
- Announcing the latest Accredited agents & Competition winners



Brand Profiles & Trade Contacts - Your one-stop-shop for brand overviews, trade sales contact information and social channels of all CLIA cruise lines & river cruise operators

- Brand Profile & Hero Image of all CLIA cruise lines & river cruise operators
- Trade Sales Contacts
- Social Media Links
- Key Named Contacts

Widgety content



Cruise & Ship Search

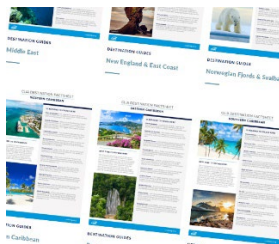
Find the perfect cruise line, ship and itinerary to match every customer

Digital Brochure Rack

A digital wall of PDF brochures for you to access

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!



Five “New-to” Guides –

Ocean, River, Expedition, Yacht & Sail & Ultra-Luxury

We have produced five 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.

NEW Selling the Itinerary Experience – Alongside the Destination Factsheet series which goes deeper into the cities and ports visited, this new set of factsheets will supplement perfectly to paint the full picture, adding more practical information on how the destinations fit within some of the most popular cruise itineraries. The series will cover some of the most common cruise itineraries and what guests can expect.

Virtual and OnDemand sessions - *Ready when you are!*

The 2023 CLIA events calendar will offer a wide variety of virtual events so that there is something for everyone. The themes of our 2023 virtual sessions will provide a variety of opportunities, including:

CLIA Cruise Boot Camp!

January and February 2023

This series will run across January and February, to support our agent members through the WAVE season. Weekly 30-minute sessions will welcome different cruise line and river cruise operators to the virtual stage, giving you a quick snapshot of what they are offering, and what you should be selling during this crucial booking period.

CLIA Summer School

July and August 2023

Summer 2023 will see the continuation of our virtual Summer School. These weekly hour-long virtual sessions will offer participants the opportunity to hear brand updates from a selection of our cruise line and river cruise operators. The format of the updates will vary to offer a variety of content, including virtual ship tours and presentations of the top sales tips for you to take away.

New to Selling Cruise

November 2023

CLIA will present a series of virtual New to Selling Cruise sessions to give you the essential background needed to sell cruise holidays with confidence. Each session timed at just 30 minutes to fit within your busy schedule, they will cover topics such as how to kick-start your cruise business, how to introduce a cruise option to yet-to-cruise customers, and understanding the benefits of matching your customer with their perfect cruise. Presenters of these sessions will include cruise line and river cruise operator representatives as well as cruise industry experts.

NEW Quarterly CLIA Membership Update webinars

As we welcome new members across the year and the industry is constantly evolving, we will host live quarterly webinars across 2023 to offer an update on the industry and how CLIA membership can help you, tailoring each one to the latest resources and events we have launched.

We will announce new webinars and virtual events throughout the year – so do keep coming back to cruising.org's Event pages to check. All previously recorded virtual content can be watched back online via the "OnDemand" page on cruising.org

In-Person events – Flagship Conferences & bespoke sessions*

CLIA Conference 2023

Friday 12 – Sunday 14 May 2023 – Southampton



Join us at our 15th Anniversary Conference, the largest annual travel agent event of its kind in Europe, including multiple ship visits, conference sessions, a trade fair and a celebratory dinner. With no less than five participating ships in 2023, CLIA Conference is an ideal way to see three amazing cruise ships over one weekend and get the cruise insight and inspiration needed to grow your sales.

If you are new to the cruise industry, CLIA have created an optional complimentary session for you to attend before the main Conference begins. This unique pre-Conference session will feature sales training, product updates and insider information on what you need to know when you are building your cruise business.

Registration now open at cruising.org – Exclusive to CLIA Member travel agents 2022/2023

CLIA RiverView Conference 2023

Sunday 12 – Tuesday 14 March 2023 – Vienna, Austria



2023 will see the RiverView Conference return to the mighty Danube river, hosting our delegates in Austria's magnificent capital city, Vienna. The event will have a global focus and is designed to help you strengthen your knowledge of river cruising opportunities from around the World.

Attendees of the event will be invited to join an immersive schedule of activities, including business sessions, networking and multiple ship inspections. Delegates will also have the opportunity to attend hosted Dinners and enjoy two nights of overnight accommodation onboard with our participating CLIA Operators.

Registration now open at cruising.org – Exclusive to CLIA Member travel agents 2022/2023

CLIA Residentials 2023

Details announced soon

CLIA's event portfolio will additionally present 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 different cruise sectors and their unique selling points.

Have a look at our Events Gallery from past events:

<https://cruising.org/en-gb/travel-agent-centre/event-gallery>

Promotion of your business - *As an official travel agent of the global cruise industry*

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, 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



Opportunity to purchase your EMBARC ID card*

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. We also hold a monthly EMBARC ID prize draw, and EMBARC ID card holders are automatically in it to win it each month.

Exclusive Incentives & Resources

As a 2023 Member, you will receive:

- Your CLIA Member Cruise Guide**
- Membership Certificate**
- CLIA Member Window Sticker**
- Weekly digital eNewsletter
- CLIA Pen**
- CLIA Member logo to use (digital versions)
- CLIA Agency ID and Persons ID number
- A pin badge and printed Certificate related to the 3 levels of Certification (as achieved)**
- The 2023 Digital Yearbook

2023 Member Cruise Guide

We want you to keep CLIA close at hand throughout the year. This new Guide has been created exclusively for CLIA members and will include:

- An introduction to the CLIA Trade Engagement Action Group
- Directory of all CLIA cruise lines and river cruise operators
- New Ship Launches for 2023
- An introduction to key areas of cruising.org

RiverView Program*

If you're looking to brush up on your river cruising knowledge, we have a 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.

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.

Competitions and Awards

- **Monthly "I'm a CLIA Winner" competition** – open to all members via the Facebook Group
- **CLIA Master Award at the Travel Weekly AAAs** – member agents who have achieved or refreshed their Master level Certification will be able to nominate themselves in 2023 (or be nominated by a CLIA member colleague) for this Award
- **CLIA Hall of Fame** – these Awards are decided annually in collaboration with our Trade Engagement Action Group and the Executive Committee – to recognise individuals who have gone above and beyond to champion the cruise industry

CLIA and industry news through our member newsletter & social channels – *Keep in the know on the latest developments*

Receive our weekly eNewsletter

All members with an active profile at cruising.org are automatically enrolled to receive the weekly eNewsletter. 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.



CLIA Facebook Group

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.

* Additional costs may apply

** Printed materials / physical items are only posted within the UK & Ireland. Digital copies of documents or resources will be shared with members located outside of the UK & Ireland.

- > Inspirational in-person & virtual events **Be part of it**
- > Certified learning to build cruise confidence **Be part of it**
- > Access to unique cruise resources **Be part of it**

The global cruise community

Be part of it



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