



Friday 23 September – Sunday 2 October 2022

ENGAGEMENT GUIDE FOR TRAVEL AGENT MEMBERS

Where to find us

Online - We have a web page dedicated to Cruise Week:

<https://cruising.org/en-gb/cruise-week>

Facebook - We have our Facebook page where updates will appear across the week and in the lead up: <https://www.facebook.com/CLIAEurope>

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

Instagram - Our official Instagram is [instagram.com/cliaeuro/](https://www.instagram.com/cliaeuro/)

Hashtag - Our official hashtags are **#LoveCruise** and **#CLIAcruiseWeek**

Get prepared & spread the word

- Download the Cruise Week logo from our Cruise Week web page so you are ready to use it in your promotions and across the Week
- Download the Cruise Week email signature graphic and add it to your emails
- Save the dates in your diary, and make sure any colleagues are also aware

Take Advantage of our Special Cruise Week Webinars

We are hosting complimentary Webinars just for our members:

Opportunities in River, Expedition and Ultra-Luxury Cruising

Tuesday 20 September 2022 - 09.30 - 10.15

Make sure you register at <https://cruising.org/en-gb/my-clia/eu/events-and-ship-visits>



Look out for your postal pack

For all of our standard agency members, we will be posting a Cruise Week pack with a number of printed items:

- Two A4 posters (ocean and river cruising)
- A Table-Talker – perfect for your work desk!

For our Homeworker members, the posters will be available to download and print should you wish. If you would like a copy - maybe you are running an event during the promotional week – email us at ukinfo@cruising.org to request a Pack.

Share a Team photo or Selfie:

Using either your Cruise Week Posters or just a print-out of the campaign logo, we'd encourage you to take a team photo (or selfie!) – share on social using the hashtags!

Follow us and engage on Social Media

From Friday 23 September to Saturday 1 October there will be daily themes on key destinations that cruise holidays visit. Both CLIA, 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:

Date & Theme	Including...
Friday 23 September Mediterranean	<ul style="list-style-type: none"> • Western Mediterranean • Canary Islands • Eastern Mediterranean
Saturday 24 September River Cruise Saturday	<ul style="list-style-type: none"> • European River Cruise
Monday 26 September Europe and Close to Home	<ul style="list-style-type: none"> • Northern Europe and the Baltics • The Norwegian Fjords & Svalbard • Ex-UK Departures • Round Britain & Mini-Cruises (Channel Ports) • European River Cruising
Tuesday 27 September Caribbean	<ul style="list-style-type: none"> • Eastern Caribbean • Western Caribbean • Southern Caribbean
Wednesday 28 September Alaska, Arctic, and Antarctica	<ul style="list-style-type: none"> • Alaska (West Coast USA) • Arctic • Antarctica • West Coast USA River Cruising
Thursday 29 September Asia, Australia & New Zealand	<ul style="list-style-type: none"> • West Asia: India & Sri Lanka, Myanmar, Thailand, Singapore, Malaysia (ocean & river) • East Asia: Cambodia, Vietnam, Indonesia, Philippines, China, Korea, Japan (ocean & river) • Australia • New Zealand



Friday 30 September Rest of World	<ul style="list-style-type: none">• East Coast USA & New England• The Middle East• Africa & Indian Ocean• South America, Mexico & Panama Canal• Galapagos Islands• Pacific Islands & Hawaii• Transatlantic• African River Cruising• American River Cruising
Saturday 1 October River Cruise Saturday	<ul style="list-style-type: none">• Worldwide River Cruise

As well as these destinations, we will also be sharing social posts about the variety of great experiences cruises offer, showcasing the many reasons people choose to take a cruise holiday.

We would love for you to create your own social media posts on these themes – both destination and experiences - or comment on and share our posts – always remembering to use the hashtags. The social posts will also be available from our Cruise Week page for you to download and use.

Competition

We'll be asking you to post your best cruise destination tips and photos on social media across the week. Please share with us using **#LoveCruise #CLIAcruiseWeek**. Keep an eye on our social channels, as we've got some great prizes up for grabs.

Join the “CLIA UK & Ireland Travel Agents” Facebook Group

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

On here you will find lots of content posted by our cruise line members, plus CLIA updates, videos and images.

Check-in to the *Cruise Daily* for Trade Offers and Incentives

The new Cruise Daily page has been created to give you a centralised collection of the latest CLIA and industry news that you'll need to make the most of your membership and grow your cruise sales through knowledge.

Across Cruise Week, the News section of the Cruise Daily page will house all Trade Offers and Incentives as supplied by our CLIA cruise lines and river cruise operators.

They will start to be added from Tuesday 20 September:

<https://cruising.org/en-gb/my-clia/eu/cruise-daily>



Access our newly-created content

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

- *Factsheet*: Top 10 Reasons to take a cruise
- *Factsheet*: Top 10 Reasons to take a river cruise
- *Factsheet*: New Arrivals in late 2022 and 2023
- *Flip-book*: Meet your Trade Engagement Action Group – and why they love cruise
- *Flip-book*: Meet your Specialist Cruise Working Group – and why they love cruise

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

Cruising with Confidence

The Cruising with Confidence page is here to showcase the great experiences you're having onboard as we get back to cruising! If you have cruised onboard a CLIA cruise line or river cruise operator in the past year or so, and have a positive story to tell, we'd love to hear from you – Cruise Week could be the perfect time to get your name in lights on the cruising.org site. What better way to show that you are one of our official travel agents of the global cruise industry!

Details of how to submit a short blog piece can be found here:
<https://cruising.org/en-gb/cruising-with-confidence>

Do Your Thing and keep talking cruise!

Our main ask is that you talk about cruise with your customers. We want to make as much noise as possible, and increase the interest in cruise during the week, so do your own thing to help raise the profile of the Week! Why not talk to your local radio station or newspaper; host your own cruise event; or simply 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!