

Your Cruise Week Takeover



#LoveCruise #CLIAcruiseWeek

From 16 - 25 September, we will celebrate CLIA Cruise Week 2022. Our main request is that you talk about cruise with your customers as often as possible! Maybe propose a cruise option in the general mix of holidays you are suggesting, or feature a Cruise Week poster in the window to get some interest.



#LOVECRUISE

Engage with CLIA and the Cruise Industry

Show your support for Cruise Week using all of the channels available to you – it helps keep cruise top of mind, and allows you to benefit from the host of activities that CLIA has planned across the week. Here are some thoughts:

- Post on your social channels using **#LoveCruise #CLIAcruiseWeek**
- Use our Cruise Week packs and digital assets on your website and in your shop, office or home office
- Share CLIA's social posts, and those of cruise lines and other travel agents
- Watch out for cruise line offers and incentives
- Join in our competitions!

We've created a small Guide to how you can make the most of the Week with us!

CRUISE WEEK 2022 - ENGAGEMENT GUIDE

CRUISE WEEK WEBINARS

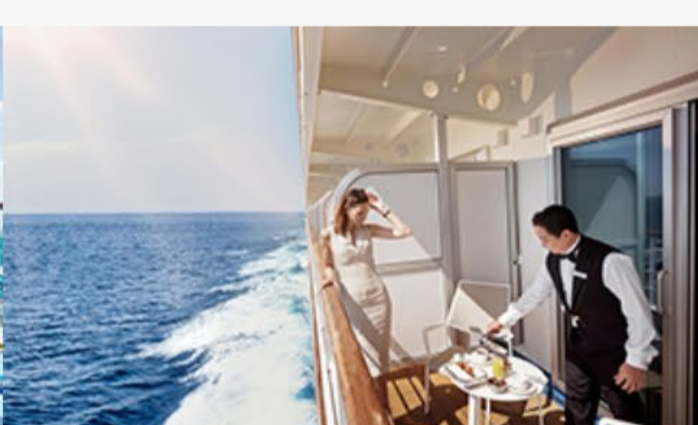
We are hosting two complimentary Webinars just for our members



Grow your Cruise Sales & Get Involved in Cruise Week 2022

We ask representatives from our [Trade Engagement Action Group](#) to share their ideas and suggestions on how to grow your cruise sales

Tuesday 13 September
09.30 - 10.15am



Opportunities in River, Expedition and Ultra-Luxury Cruising

We talk about river cruise, expedition cruise and ultra-luxury cruising – and how to focus on the opportunities that these sectors offer.

Tuesday 20 September
09.30 - 10.15am

REGISTER FOR THE WEBINARS NOW

CRUISE WEEK OFFERS AND INCENTIVES

The BEST offers & incentives!

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 & river operators.

They will start to be added from Monday 12 September.



LOGIN TO YOUR CRUISE DAILY

DESTINATION THEMES FOR THE WEEK

From Friday 16 to Saturday 24 September there will be daily themes on key destinations that cruise holidays visit. Both CLIA, CLIA cruise lines and river operators will be adding a lot of inspirational content across social media in line with these themes.



Friday 16 September
Mediterranean



Saturday 17 September
River Cruise Saturday



Monday 19 September
Europe and Close to home



Tuesday 20 September
Caribbean



Wednesday 21 September
Alaska, Arctic, and Antarctica



Thursday 22 September
Asia, Australia and New Zealand



Friday 23 September
Rest of World



Saturday 24 September
River Cruise Saturday

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.

HEAD TO THE CRUISE WEEK PAGE FOR ALL RESOURCES

PLUS...

Cruise Week Competitions

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.



CLIA Cycle Challenge for Family Holiday Charity

Once again the marvellous colleagues of CLIA will be taking to the roads to complete a 100 mile cycle ride through the New Forest, raising funds for Family Holiday Charity.

[DONATE NOW](#)



Share photos from your activity during the Week

We'd of course love to see photos of how you are supporting Cruise Week – please share with us on our social channels across the Week using **#LoveCruise #CLIAcruiseWeek** or email through to us at ukinfo@crusing.org



And don't forget that CLIA Conference 2023 will open for registrations in September, and EMBARC ID card holders will receive an exclusive discounted link to register one week ahead of general on-sale.

[Secure your 2022 EMBARC ID card now ahead of Cruise Week](#)



#LOVECRUISE