



MAKE CRUISE WORK FOR YOU

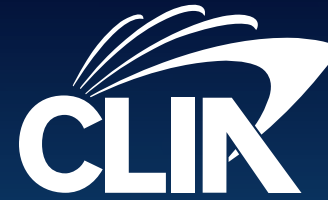
EMBARK NOW

Learn how to make the most of the incredible opportunity cruise holidays offer travel agents



Membership

Cruise holidays represent an **incredible opportunity** for travel agents for two reasons



Firstly, the vast majority of cruise holidays are booked through travel agents and tour operators, making this a commercially important offering to the travel trade community who are looking to increase their overall level of business.

Research shows that the majority of holidaymakers who have cruised before, and those who have yet to try a cruise holiday, are all open to taking a cruise should the right one be offered to them.

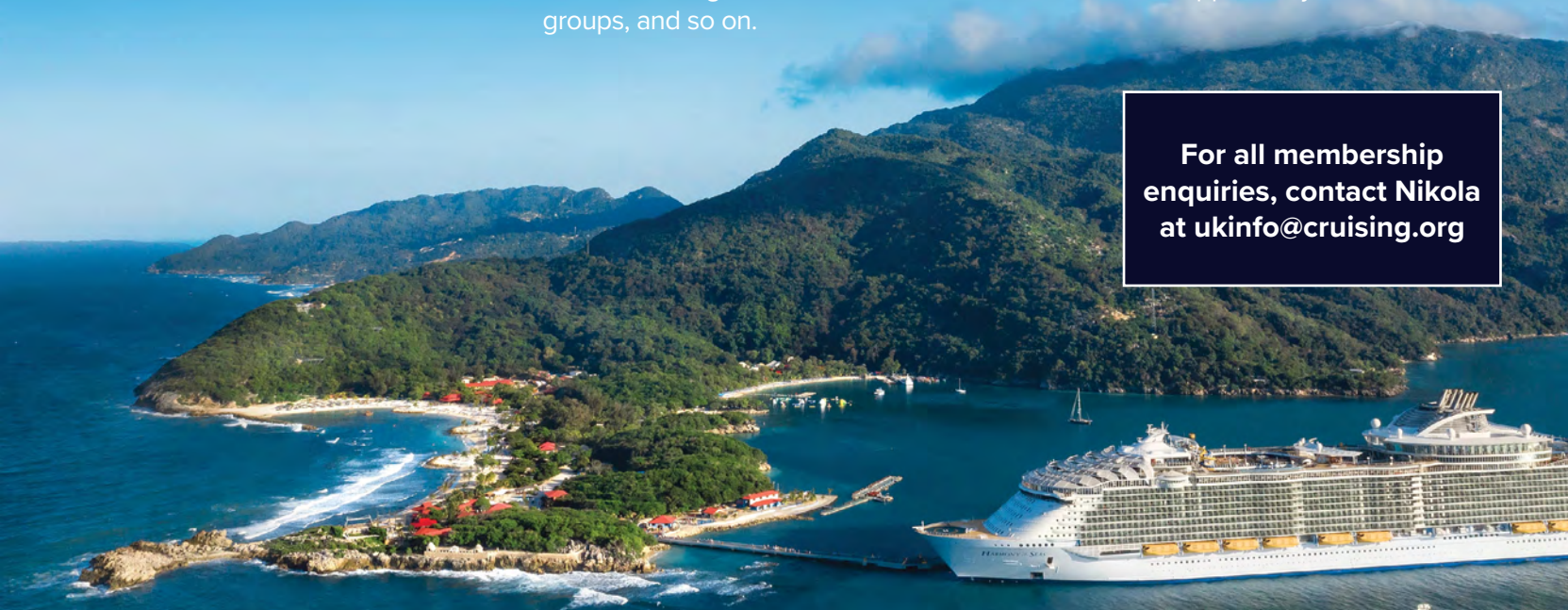
Given those research results, it is imperative that cruise holidays are offered as part of the mix to all customers; and our recommendation is that travel agents would benefit from a clear understanding of the choice and diversity that cruise offers.

That choice includes river cruise, yacht and sailing ships, ultra-luxury, luxury, expedition, premium, and the whole range of contemporary ships that offer a fantastic holiday experience to couples, singles, families, multi-generational families, groups, and so on.

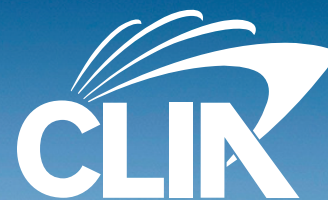
There really is a cruise for everyone – so this is another advantage that the cruise industry brings to travel agents. The fact that any customer can be matched to a cruise line, ship, and an itinerary means cruise can now be offered to every customer.

Of course, that also means that the travel agent community need to be prepared for the opportunity that this brings – and that is where CLIA can assist, by providing training, events and resources that bring the cruise opportunity to life.

For all membership enquiries, contact Nikola at ukinfo@cruising.org



Secondly, cruise is an important part of the total travel industry –
and growing



In our last full year of operation around 2 million Brits took a cruise holiday each year, and those cruise customers are highly likely to cruise again (and often within a year) thanks to the incredibly high levels of guest satisfaction.

Customers are attracted by the wonderful destinations visited, the outstanding levels of service, and that choice of onboard and shoreside experiences.

And with the return of all cruise ships into service in 2022, and with new ships entering the market – 18 ocean ships and 16 new river ships in 2022 alone – the size of the opportunity continues to grow.

With the size of the market, the choice on offer and the fact that Brits really do #LoveCruise – it is no longer possible to ignore the opportunities that cruise holidays offer.

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JOIN THE CRUISE COMMUNITY!

CLIA UK & Ireland is here to help cut through the cruise information, terminology, trends and opportunities - and to give you the support to help you grow your cruise business.

CLIA provides the official industry training and certification; we create and share unique resources; and we have a full calendar of inspiring events to support the travel agent community.

Structured by three areas – informing, educating and inspiring – CLIA is a one-stop-shop for developing cruise knowledge and growing cruise sales.

Whether new to the industry or confident in sales and looking to stay up to date, CLIA, the cruise lines and cruising.org can offer something for everyone.



Andy Harmer
Managing Director
CLIA UK & Ireland

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BE INFORMED

The cruise industry is always evolving and in order to give your customers the best advice, you can remain informed of the latest news, developments and innovations through your CLIA membership.

CLIA is here with a selection of resources and tools that we recommend you keep close at hand to keep yourself updated. Your membership gives you the best opportunities to remain informed.



BE EDUCATED

With the variety of product and destinations available to your customers, it is vital that you make use of the training available to you.

Whether developed by CLIA, a cruise line, or by our partners, there are many ways in which you can utilise your CLIA membership to educate yourself about the cruise sales process, about cruise terminology, destinations and trends.



BE INSPIRED

Whilst keeping yourself informed of the latest developments, don't forget that you are selling a fantastic holiday experience – cruise holidays are the best way to see the world, and there are plenty of ways that these holidays can be showcased to inspire you, and your customers.

Through our events and activity across social platforms, we hope to inspire you about the incredible industry you support.



CLIA IS DELIGHTED TO BE SUPPORTED BY THE WORLD'S GREATEST CRUISE LINES



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