

cruiseexperts.org



CLIA
CRUISE LINES INTERNATIONAL ASSOCIATION

YEARBOOK 2018

#GenerationCruise





WELCOME

Welcome to the 2018 CLIA Yearbook – our third edition, packed with useful information, a look back on the successes of 2017 and a look ahead to events, online resources and learning that you can engage with in 2018.

Cruise Lines International Association has grown to become one of the largest and most successful travel agent communities in the UK and Ireland – increasing each year in terms of the number of travel agents and cruise line memberships, and growing in success as we continue to see the number of British and Irish holidaymakers taking a cruise reach new heights, with almost two million in 2017.

There are two things that account for this success. Firstly we see a cruise industry that continues to invest in great onboard technology, new entertainment and dining options, new destinations and shoreside excursions. Also, they continue to invest in the travel agent community by showcasing their products, reward schemes and by investing in CLIA.

Secondly our success as an association and as an industry, comes because we are all very much committed to working together (no coincidence then that this was the theme of our 2017 Conference). To illustrate that, this is the way in which CLIA seeks the views and opinions of cruise line executives, and travel agents, at our Working Groups and at our Executive Committee.

Success comes because of the tremendous effort by a huge number of people in sharing their views, ideas, opinions and resources so that the whole industry benefits. Thank you to everyone who contributes to the success of CLIA, and to everyone who helps spread the word on how incredible a cruise holiday is.

Happy cruising!

A handwritten signature in red ink, appearing to read 'Andy Harmer', written over a thin horizontal line.

ANDY HARMER
SVP MEMBERSHIP, CLIA

THE UK CLIA CRUISE COMMUNITY

Cruise Lines International Association (CLIA) is the unified global organisation helping the cruise industry succeed by educating, advocating and promoting the common interests of the cruise community.



50+ Cruise Lines

Ocean, river and specialty cruise lines, representing more than 95% of global cruise capacity



5 Working Groups & Committees

oversee and help shape CLIA activity, headed by 5 different Chairs – all who ultimately report to the CLIA Executive Committee



4,150 Travel Agencies

including high street agencies, homeworkers, call centres, Tour operators and online agencies



Over 90%

was the score given by travel agents in their overall satisfaction with CLIA in 2017



27 New Additions

27 New Ocean, River and Specialty CLIA Cruise Line Ships Scheduled to debut in 2018



92% of agents

said they would recommend CLIA membership to others



449 Ships

CLIA Cruise Line Cruise Ships in 2017



85%

was your rating for our website – cruiseexperts.org



CLIA CRUISE CONFERENCE

MAY 2017



It was a message reinforced by Carnival Cruise Line President, Christine Duffy, making her first appearance at the CLIA Conference; echoed by Rudy Schriener, President and Co-founder of AmaWaterways.

To sprinkle some magic on the occasion, we were joined by TV presenter, John Craven, who shared his knowledge and expertise of all things river cruising.

The evening celebrated some of the finest travel agent talents in the Princess Cruises Variety Performance, won by Sara Creaney & Lauren Wood representing #TeamLucy and performing Ed Sheeran's Castle on the Hill. During the day, Jonathan Wilkes and his talented Academy students entertained all delegates with an electrifying performance of Grease.

In May 2017, CLIA Conference returned to Southampton with a stellar line-up of ships, speakers, sponsors and surprises.

Already the UK's largest travel agent conference, the event attracted a record attendance, with well over 600 people joining almost 60 sponsors for the 3-day event.

The theme was #together, recognising that success for the cruise industry (and CLIA) in the UK was driven by the entire cruise community, working and coming together for the good of the industry.





CLIA CONFERENCE 2017 KEY FACTS

Attending Ships:

Queen Mary 2

Harmony of the Seas

Caribbean Princess

Keynote Speakers:

Christine Duffy, Carnival Cruise Line

Gavin Smith, Royal Caribbean International

Cindy D'Aoust, CLIA

Marc Hogan, Sales Expert

Nick Weir, Royal Caribbean International

Jonathan Wilkes, The Wilkes Academy

DID YOU KNOW?

The first CLIA Conference took place in 2007 in Dover, and was attended by just over 200 delegates.



CLIA
CONFERENCE 2017
SOUTHAMPTON
#together



SEATTLE

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CRUISE CRITIC
SEATTLE
BEST NORTH AMERICAN
HOMEPORT

www.Seattle-WashingtonState.co.uk



CLIA CRUISE 360 COPENHAGEN

SEPTEMBER 2017



In September 2017 CLIA launched a new European event, Cruise360, hosted in the amazing city of Copenhagen.

The new event was created to showcase different destinations and a range of destination attractions, to offer hands-on experience of a popular cruise port city and to offer ship visits on vessels that are rarely, or never, in the UK.

So, at Cruise360, delegates visited multiple ships, were offered tours of such attractions as Tivoli Gardens and the Carlsberg factory and enjoyed a Gala Dinner at the beautiful City Hall.



Conference sessions included 'How to use destination knowledge to sell more cruise', and 'What an Arctic and Antarctic cruise experience is like'.

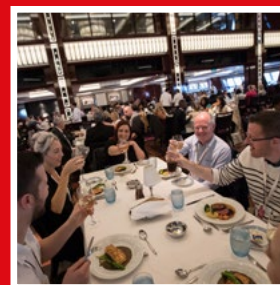
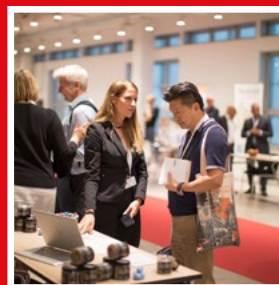
CLIA CRUISE360 2017 KEY FACTS

Attending Ships:

- Regent Explorer
- Norwegian Getaway
- Regal Princess

Keynote Speakers:

- Robin West, Seabourn
- Kerry Anastasiadis, CLIA
- Peter Kollar, CLIA



DID YOU KNOW?

Cruise360 is already an established event in North America and in Australasia

CLIA
CRUISE360
 COPENHAGEN

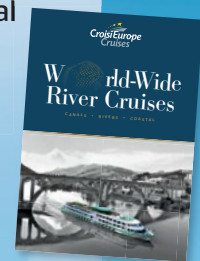
Why choose to cruise with CroisiEurope?

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- Superb French cuisine
- All inclusive drinks
- Exclusive destinations
- Largest choice of itineraries to choose from including river cruises, coastal cruises and barges

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- Fam trip opportunities
- Training sessions
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50 SHIPS**



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CLIA RIVER CRUISE CONFERENCE

NOVEMBER 2017



Returning to Amsterdam for its seventh year, the ever-popular River Cruise Conference brought together 300 delegates in November for its two-day celebration and immersion in all things river cruise.

Against a backdrop of growing interest in the sector, the event combined the usual mix of multiple ship visits, conference sessions, one-to-one meetings, trade fair, and the 2017 River Cruise Excellence Awards that recognised some of the star agents and agencies who market and sell in the sector.



November may be chilly, foggy and damp but you cannot question the warmth of the welcome that agents received onboard, and the enthusiasm of all of the river cruise lines who continue to support the CLIA River Cruise Conference.

RIVER CRUISE CONFERENCE 2017 KEY FACTS

Attending Ships:

- Amadeus Silver III
- A-ROSA Flora
- CroisiEurope's Symphonie
- Riviera's Emily Brontë
- Scenic Jasper

Keynote Speakers:

- Ellen Bettridge, Uniworld
- Giles Hawke, CLIA
- Michel Grimm, CroisiEurope
- Marco Rosa, Pandaw



DID YOU KNOW?

The River Cruise Conference is the only event of its kind in the world – and has always been held in Amsterdam, except in 2013 when it was held in Cologne

CLIA
**RIVER
CRUISE**
CONFERENCE 2017



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A river cruise with APT is the most relaxing and stylish way to discover the world's greatest waterways, and with over 90 years experience, award-winning APT understands what makes a truly memorable holiday. From a comprehensive range of guided sightseeing to all tipping, a Luxury river cruise with APT covers everything your client would need for the perfect holiday. And with complimentary home-to-airport transfers by private car[#], their adventure will begin the moment they leave their front door.

Everything included for the perfect holiday



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Cruise in luxury aboard the finest river ships. On land you'll stay in five-star hotels, handpicked for their central location.



DELECTABLE DINING

A host of unique culinary experiences await – from fine dining onboard your cruise to tantalising meals at local restaurants.



ONBOARD DRINKS

Wine, beer and soft drinks are included at lunch and dinner onboard – and on selected cruises, enjoy unlimited drinks throughout*.



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VIETNAM & CAMBODIA

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Uncover the hidden secrets of Myanmar on a river cruise through the remote Irrawaddy region. Pass local villages, imposing mountains and exotic gilded stupas.



CHINA

Combining a Yangtze River cruise with land touring, explore the ancient cities, tantalising flavours and distinctive culture of one of the world's most fascinating civilisations.



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*Complimentary beverages exclude French Champagne, premium spirits and selected wines. Complimentary beverages are served throughout on Luxury Europe, Vietnam & Cambodia and Myanmar cruises. On Luxury cruises in China and Russia, complimentary drinks are served with lunch and dinner. #Complimentary home-to-airport transfers are available within a 75 driven mile radius of selected UK departure airports and must be requested at the time of booking. No cash alternative available. UK1144

CLIA RIVER CRUISE EXCELLENCE AWARDS

NOVEMBER 2017



With an 11 per cent increase in British holidaymakers choosing to take a river cruise, the sector is at an all-time high. CLIA recognised those that contribute to the ever-growing success of the industry with an awards ceremony at the seventh annual CLIA River Cruise Conference in Amsterdam that took place on Saturday 18th and Sunday 19th November 2017.

The awards, now in their second year, were presented at the Mövenpick Hotel Amsterdam City Centre, attended by senior cruise industry figures, agents and journalists for an evening of celebration.



This year saw the addition of two extra categories: 'River Cruise Ambassador of the year (Agent)' and 'Special Recognition Award'.

The event was sponsored by Traveltek, Travel Weekly and the Daily Mail Group as well as a number of cruise lines and industry partners.

And your winners are...

Best River Cruise Newcomer

The Vacation Company

Best Marketing Promotion of River Cruise – Online

RiverCruising.co.uk

Best Marketing Promotion of River Cruise –Homeworker

Travel Counsellors

Best Marketing Promotion of River Cruise –Retail

Miles Morgan Travel

Best Overall Performance – North

Blue Water Holidays

Best Overall Performance – South

Planet Cruise

River Cruise Ambassador of the Year (Agency)

RiverVoyages.co.uk

River Cruise Agent of the Year

Gill Williams (RiverCruising.co.uk)

River Cruise Ambassador of the Year (Agent)

Janet Whittingham

Special Recognition Award

Jill Johnson, cruise.co.uk



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Groups

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HAL Academy offers an in-depth, **FREE** educational programme designed to provide **YOU** with the tools and sales techniques you need to achieve greater sales success.

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Reservations by phone: Call 0344 338 8610

Groups

E-mail groups@seabourn.co.uk or call 0344 338 8613

Online Training

Seabourn Academy offers an in-depth, **FREE** educational programme designed to provide **YOU** with the tools and sales techniques you need to achieve greater sales success.

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CLIA CRUISE FORUM

DECEMBER 2017



The only CLIA 'invite-only' event of the year is held in December, and seeks to bring together some of the senior leaders from travel agencies to hear how the industry is performing against a backdrop of changes in politics, business and economics.

Journalist and Broadcaster Andrew Pierce led the agenda on politics, discussing a year in which the political landscape seemed to change and move dramatically against a backdrop of a General Election and Brexit, whilst our cruise expert panel discussed what it all meant to the cruise industry.



Carnival Cruise Line's Tom Strang was able to share some of his expertise on the huge amount of work being conducted by the cruise industry in terms of sustainability and environmental protection – a real glimpse into the investment the industry is making in these areas.

CLIA CRUISE FORUM KEY FACTS

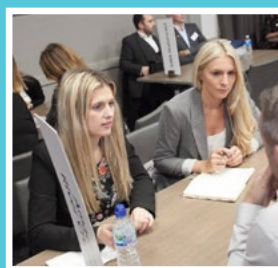
Keynote Speakers:

Tom Strang, Carnival Cruise Line

Andrew Pierce, Broadcaster

Alistair Pritchard, Deloitte

Expert Panel – Giles Hawke, Tony Roberts, Jo Rzymkoxa, Antonio Paradiso



DID YOU KNOW?

The first CLIA Cruise Forum was held in Birmingham in 2012 and became invite-only in 2014

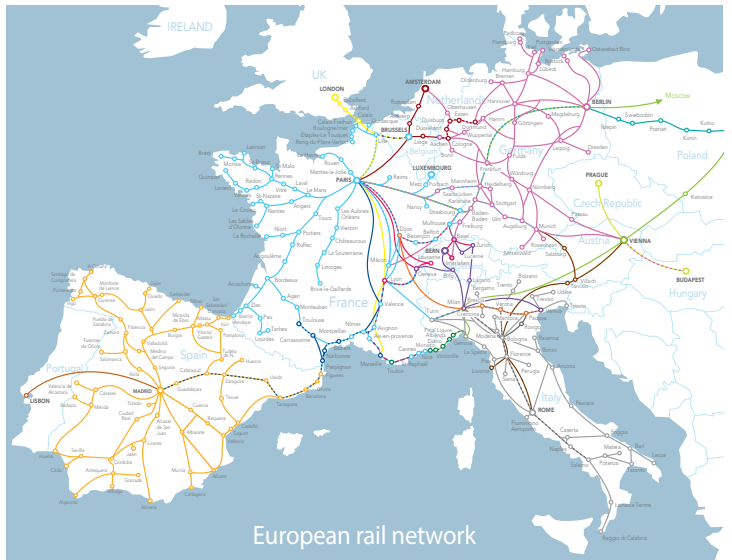




CRUISING TO EUROPE BY TRAIN - THE IDEAL WAY TO TRAVEL

FLEXIBLE TRAVEL OPTIONS TO THE MAJOR CRUISE DEPARTURE POINTS

Rail is the smart way to travel to the Continent. It's high speed, hassle free and allows your customers to travel in comfort and in style whilst avoiding long airport check-ins and luggage restrictions. Once there, train stations are ideally located for ocean or river cruise departures and your customers will arrive rested, relaxed and ready for their holiday.



POPULAR RIVER CRUISE DESTINATIONS BY RAIL

Travelling by train is a great way to reach river cruise departure points on the Continent. Transport your customers by train from any number of major European cities to connect with river cruise embarkation points:

London - Amsterdam (NEW - direct Eurostar service, on sale now!)
Journey time from 3h41

London - Cologne (via Brussels)
Journey time from 5h17

London - Lyon (direct Eurostar)
Journey time from 4h41

Paris - Bordeaux
Journey time from 2h04

Paris - Basel
Journey time from 3h11

TOP OCEAN CRUISE DESTINATIONS BY TRAIN

Rail is the ideal way to get to the major ocean cruise departure points in Europe, not only from London but from cities across Europe too. Here are some examples of journey times:

London - Marseille (direct Eurostar)
Journey time from 6h28

Paris - Nice
Journey time from 5h45

Madrid - Barcelona
Journey time from 2h30

Venice - Rome
Journey time from 3h33

Milan - Naples
Journey time from 4h18

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CLIA CRUISE EXCELLENCE AWARDS

DECEMBER 2017



On Thursday 14 December 2017, CLIA celebrated our ninth annual Cruise Excellence Awards, where travel agents that have shown innovation and expertise were honoured.

The award ceremony recognised those businesses and individuals that have demonstrated exceptional levels of knowledge, leadership and inspiration, and included accolades such as the Rising Star Award, the Cruise Innovation Award and Travel Agent Business of the Year.

The winners of this year's Cruise Excellence Awards are:



Rising Star Award

Cruise Direction

Advocate of the Year

Sam Griffiths

Cruise Manager of the Year

Carol Kirkham

Innovation Award

Travel Network Group

Online Travel Agency of the Year

World Travel Holdings

High Street Travel Agent of the Year

Midcounties

**Travel Agency Advisory Council
Chairs Award**

Adele Fitzpatrick-Foster

Travel Agent Business of the Year

World Travel Holdings

Outstanding Contribution Award

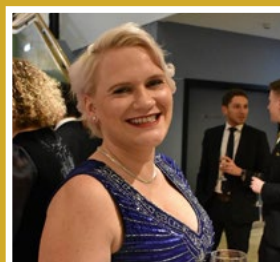
Phil Nuttall

Outstanding Contribution Award

Michele Russell

Outstanding Contribution Award

Maria Pittordis



River cruising as it should be.

Avalon Waterways offers a new way of seeing the world that gives our guests the exceptional service and luxury of small-ship ocean cruising with intimacy, choice and attention to detail.

On an Avalon river cruise, we take care of everything. We host fewer guests so we can offer a personal, intuitive service, whether it's the wine expert who remembers which vintage your customers enjoyed yesterday, the pillows they prefer on their bed, or the way they like their steak cooked at dinner.

Our spacious, elegant ships offer your customers the chance to explore each new horizon in sheer comfort, while our expert-led excursions bring each port of call to life from the moment they step off the ship.

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For your login details email: agencysales@avaloncruises.co.uk

🐦 @AvalonTradeUK

📘 /AvalonWaterwaysUKAgents



We are a member of ABTA and our flight-inclusive holidays are protected by the ATOL scheme. VIP private home pick-up service is available if your customers live within 100 miles of their departure point. All meals are included on board the cruise. Hotel nights before and after may not include meals; details of included meals can be found online at www.avaloncruises.co.uk. Correct at time of print (3 April 2018).



CLIA WINTER BALL

DECEMBER 2017



The newly named Winter Ball is the opportunity for the whole UK & Ireland cruise community to come together to celebrate the year passed, and to look ahead to the next, featuring a recognition of the Executive Committee, and a reminder of some of the big stories from the year.

This year CLIA remembered two important figures from the cruise industry – John Honeywell and Maria Pitordis – who had both made an outstanding contribution to cruising in their particular field.



CLIA would like to recognize everyone who joined the celebration in December 2017 – and all of those who contributed to the industry's success.

CLIA WINTER BALL KEY FACTS

Keynote Participants:

Stuart Leven, CLIA

The Trade Engagement Working Group (our festive choir)



DID YOU KNOW?

Finalist from the 2017 CLIA Variety Performance, Helen Pring, performed at the winter ball – she is a Welsh travel agent with an incredible voice!





So much to do, so much time.



CUNARD

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Regent Seven Seas Cruises

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www.rssc.com



Riviera Travel River Cruises

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Trade Marketing Executive
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aROSA



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Imagine if you urgently needed surgery...

...perhaps you needed your wisdom teeth taken out, or cataracts repaired, or tonsils removed.

Now imagine if there were no surgeons anywhere nearby. And no hospital. In fact, to get treated, you would have to sell everything you own and travel hundreds of miles, and even then you still might not get seen. **What would you do?**

There are five billion people in the world in this situation. That's 67% of the world's population who have no access to safe, affordable surgery. This lack of treatment kills more people in low-income countries than HIV/Aids, tuberculosis and malaria combined.



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We operate the largest civilian hospital ship in the world, delivering vital, free healthcare to some of the world's poorest countries. Our "floating hospital" is staffed almost entirely by volunteers, who give their expertise for free to help treat dental and eye problems, cleft lips and palates, tumours, club feet, childbirth injuries, burns and a variety of other conditions.

In the past 39 years, Mercy Ships has visited more than 70 countries, providing services worth more than £1 billion that have directly helped more than 2.5 million people.

Our impact on the communities we serve lives on long after we set sail to help another nation. We work hard to improve each country's infrastructure, so our legacy can last for generations. To this end, we dedicate time to training and mentoring local medical staff, as well as providing tools, and renovating hospitals and clinics. Since 1978, Mercy Ships has trained more than 38,000 local health professionals.



Our global partners are crucial to this important work. Teaming up with us enables more people to receive the surgery they urgently need.

Will you partner with us?

Please email Richard.Clarke@mercyships.org.uk for more information

CLIA CHARITY OF CHOICE



www.mercyships.org.uk



On Sunday 15th July, the CLIA team will be taking part in the 2018 British 10K London Run to raise funds for Mercy Ships.

We're already in training for the big day but we need your support, can you help us reach our target of £1,000?

Please go to our fundraising page uk.virginmoneygiving.com/Team/CLIALondon or follow this code to sponsor our runners.



#CLIAontheRUN

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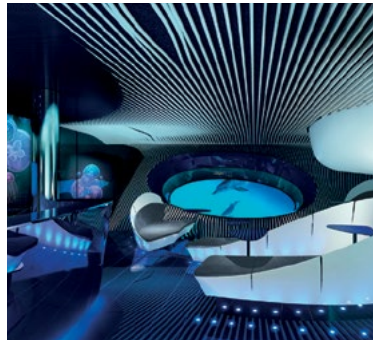


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Gareth Brown
Global Cruise Business Manager
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UPCOMING CLIA EVENTS

2018

Our events continue to be a valuable part of the work of CLIA, as a way of immersing delegates in the cruise industry, promoting networking between cruise lines, trade partners and travel agents, and in bringing speakers who can share their expertise, insights and knowledge. With destination forming such an important part of the cruise decision making process, CLIA also works with some key ports and destinations as event hosts.

Our 2018 Event Line-Up:

Asia River Cruise Forum – April 2018

Broaden your Horizon – April 2018

CLIA Conference – May 2018

Manchester and Norwich Luxury & River Showcase – September 2018

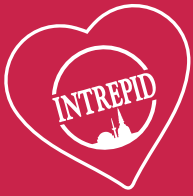
Malaga Luxury Showcase – October 2018

Cruise Month – October 2018

River Cruise Conference – November 2018

CLIA Cruise Forum & Winter Ball – December 2018





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GET CONNECTED

CLIA ONLINE

With each passing year technology is growing in leaps and bounds. Technological advancements that seemed futuristic and unrealistic 10 years ago are fully integrated into our culture now and it's only going to keep expanding and innovating from here. Social media in particular has evolved from a teenaged leisure activity to an entire industry; from YouTube and Netflix to Instagram and Facebook, 2017 marked a major turning point in the public consciousness. To keep up with your audiences you have to get involved, but with so many options to choose from now, here's a short list of what you need to know looking forward through 2018 and beyond.

PICTURE PERFECT

Don't underestimate the power of pictures. Websites like Facebook and Twitter were specifically built to be streamlined enough to load quickly on slower internet and prioritising text-based posts, but as wifi and mobile data has improved, image-intensive apps like Snapchat and Instagram have grabbed the attention of younger audiences and is ideal for businesses.

Even on Facebook and Twitter, any post you make including a picture will most likely benefit your audience reach and engagement, as well as giving you the perfect opportunity to immediately highlight your ships, destinations and offers available.

EXPANDING YOUR REACH

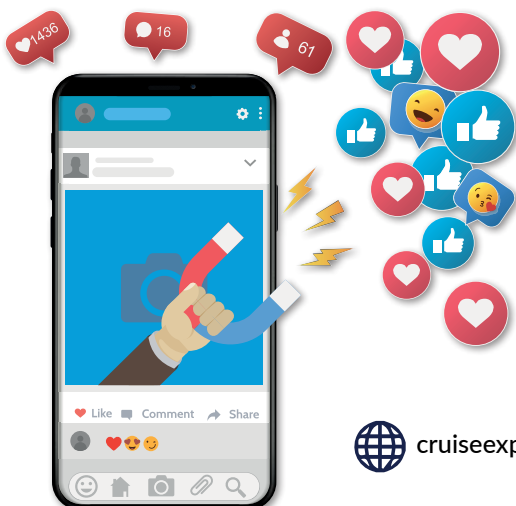
Paying to promote your social media activity and grow your 'reach' can put you ahead of the competition and help bring your message directly to your audience but giving money to Facebook won't necessarily impact your numbers by much. Try and see what encourages the most organic and natural responses, whether it's more pictures or videos, jokes or animated gifs, see what is naturally working with your social accounts and try to focus on pushing what's working.

IT'S NO LONGER FOR KIDS

In 2017, Facebook officially revealed they had reached 2 billion users, which means that just under a quarter of the planet's population is now linked to the monolithic social network, and these aren't just teenagers. The grown-ups aren't getting left behind, adapting to the interconnected world around us at a breakneck speed and in this past year alone it was revealed that you're actually more likely to be a Facebook user in your early 40s than you are in your early 20s.

INFLUENCE

Bloggers, vloggers and internet personalities are changing the way products are viewed across the world. Hands-on experiences and consumer reviews on everything from YouTube to TripAdvisor are informing and influencing our buying decisions and the way we perceive holidays. Especially resonating with younger audiences, inviting personalities into your brand can be an impressive way to boost engagement and reputation. Simply encouraging the use of hashtags and maintaining a corporate a personal social image can leave a big impact, because everyone with a social media account is influencing the way we use and respond to the ever-changing medium.





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TRENDS

2017

In the rapidly-evolving world we live in, it's no surprise that 2017 has marked a turning point economically, politically, and socially. As people continue to embrace the digital age and become increasingly connected to one-another, international perspectives are changing and growing, and with that our industry is bound to evolve with the changing times, but what were some of the biggest trends in 2017, and what effect will that have as we look forward through 2018 and beyond?



THE CHOICE IS YOURS

The tides have shifted in 2017. River cruising has become the fastest-growing sector of the industry. More than ever before, the public are exploring Northern Europe and Asia in the search for something new. From family adventures on colossal ocean resorts to elegant luxury cruise experiences and even expeditions taking adventurers through the Amazon, Galapagos Islands, and even Arctic and Antarctic expeditions. Whether you spend your holiday hiking or rafting or sunbathing, it's entirely up to you.

WISH YOU WERE HERE

2017 saw the birth of a new trend; FOMO. The Fear Of Missing Out has swept the world over the last 12 months with the help of growing and adapting social media. Picture-sharing networks from Snapchat to Instagram to Facebook haven't only changed the way we experience holidays, it also changes the way holidays are marketed, with a growing number of holidaymakers choosing their breaks away based on friends' snaps, anonymous reviews and the help of social media 'influencers'.

IT'S ABOUT THE JOURNEY

The location no longer has to be the star of the show. As cruise ships continue to grow, experiment, and innovate with what experiences they can offer their passengers regardless of their final destination, onboard entertainment is thriving as ships push the limits of technological achievements. Face and voice recognition, artificial intelligence and even dedicated mobile apps give holidaymakers the opportunity to connect with each other as well as the ship itself. Especially benefitting from these advancements are young families, who are given a better ability to maintain their finances.

YOUTH REVOLT

2017 marked a landmark year for youth cruising. With the youngest average age ever to take to the sea, the growing number of multigenerational cruising will continue to shape the industry over the next few years. As well as young families finding cruises to be an increasingly attractive offer, 'skip-gen' holidays continue to thrive as grandparents introduce younger generations into the world of cruising and we'll continue to see the ripple effect of this as we look forward to the future.



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WHEN DID YOU #FIRSTSETSAIL? CONGRATULATIONS TO OUR WINNERS

In December 2017 we asked our travel agent members to tell us, on social media, what their first cruising experience was like – what was the memorable moment – that led them to enjoy a lifetime of cruises and a professional life within the industry?

Why? Because a large number of people still do not appreciate the breadth of cruise holiday moments available. If we can get people to understand what kind of holiday is available on a cruise – then we can continue to grow and attract new cruisers.

You didn't disappoint with some great tales of cruise and destination experiences that would convert even the most ardent of holidaymakers.

Thank you to everyone who took part and shared their experiences, and congratulations to our winners.

- Ian Warren** - GoCruise with Ian
- Russell Cox** - Midcounties Cooperative Travel
- Dale McPherson** - ROL Cruise
- Mark Godden** - CruiseCircle
- Gary Donaldson** - GoCruise
- Yvonne Allen** - Ponders
- Emma Sanger-Horwell** - Wexas Travel
- Howard Roberts** - Home and Cruise
- Su Dillon** - Travel Counsellors





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WHERE EXTRAORDINARY HAPPENS

*As voted in a survey of over 1,000 participants conducted between 21 June 2017 and 23 June 2017.

OCEAN CRUISE LAUNCHES

2018



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RIVER CRUISE LAUNCHES

2018



CRUISE SEARCH at cruiseexperts.org

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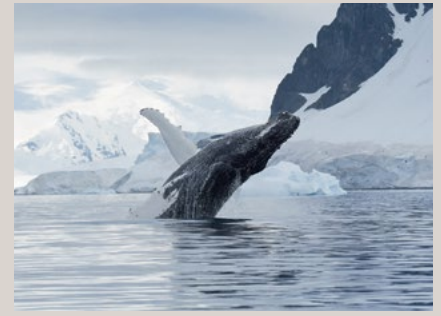
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RIVERS OF THE WORLD

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Over the past 42 years this family owned company has become Europe's leading river cruise operator; now owning, managing and operating 50 river ships and barges. Their expansion onto worldwide and exotic rivers means CroisiEurope Cruises can now also bring you unforgettable river cruise journeys across the globe. Travelling the world's rivers is an exhilarating way to experience the lifeblood of a country, gliding past many of their most imposing sights and feeling the pulse of ancient civilisations.

THE MAJESTIC LOIRE
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EMBARKING ON A CLEARER ONLINE DESTINATION

Throughout 2017 we have continued to enhance the online experience, and we have welcomed other European countries who can now benefit from our online resources and community.

We've recently welcomed onboard a new look navigation to streamline your login process and get you to your areas of interest faster from multiple access pages. This has also led to a much faster online experience across the site.

We continue to invest in new resources, training programmes and features, plus of course all of the cruise news that you will ever need!

What else is new?

Meet the fleet

Launched with a major update and super-fast search. It's never been easier or quicker to find our CLIA Cruise Line Ships all in one place. Not literally, can you imagine how much water we'd need.

Brochures and Agent Materials Search

Now you can find all our Cruise Line Brochures, Orderbooks, Factsheets, Cruise Adviser, CLIA Informer, Guides, Cheatsheets, Newsletters, Tech sheets, Maps, Timetables and much more in one simple search.

Are you GDPR ready?

GDPR has stirred up some waves of concern across the industry about losing years or even decades of existing customer databases. For those not in the know GDPR, (General Data Protection Regulation) comes into force on 25th May 2018.

It's crucial for you and your customers not to bury your head in the sand as there are substantial fines awaiting non-compliant businesses. Any data you store about customers, employees has always been subject to responsible data management but this offers a new opportunity to clean up out dated and unresponsive email databases.

My Four Top Tips for GDPR

• Add opt in options within your customers account areas:

Speak to your web developers. You'll be surprised how simple it can often be to link your membership system to your email system. Thus, removing the manual admin of monitoring those who unsubscribe and keeping everyone happy. With multiple opt in options it's also a great way to segment your email lists into dedicated interests.

• Loose the junk:

Most marketing email systems allow you to see those customers who never open an email from you. So, after you've given them a last chance to avoid missing out on all the great things you have to offer in a clever GDPR update email hit delete. It's short pain for long gain as you'll end up with a lovely list of engaging email addresses.

• Keep your customers informed:

Honesty is the best policy so let your customers know when they will stop receiving emails and that you are adhering to new regulations around GDPR. Don't go over the top with chapters of text, keep it simple and concise.

• A great resource for GDPR is to head over to <https://www.eugdpr.org/>. It's quite lengthy so you'll probably want to grab a coffee and cake.

NEW from Great Rail Journeys!



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The Great Rail Journeys' River Cruise Charter is 5-star modern luxury, offering some of the largest and most generous cabins on Europe's waterways at some of the most competitive prices in the UK market. We have 3 state of the art vessels- Amadeus Silver II, Amadeus Silver III and the Amadeus Queen, which we will be operating ourselves with some great new selling points!

We will be operating with the British Market in mind so it's designed around British customers (with Yorkshire Tea and British sausages)

Key USP's:

- It's one-way river cruising - embarkation and disembarkation are in 2 different destinations, so you don't see the same part of the river twice!
- We will have a Tour Manager and a Cruise Director on board so it's a fully escorted experience (something our customers like)
- Tea & coffee making facilities in all cabins
- Breakfast includes Danish back bacon, British sausages and Yorkshire Tea
- Some of the largest and most generous cabins on Europe's waterways provided on a 5 star ship for UK customers
- Customers can choose their actual cabin at no extra cost
- Exclusive entertainment on board, such as a performance by 4 musicians from the Vienna Philharmonic Orchestra on our 5-Star Danube Cruise, and a presentation from Charlie Dimmock on our 5-Star Tulips Cruise
- A choice of flexible excursions included at no extra cost - allowing customers to choose how they spend their day
- Very competitive on price
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 - Do a GRJ Tour combined with a River Cruise (either existing tour plus Cruise or check out our new itineraries with a Cruise).

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From Switzerland to the Netherlands, this spectacular cruise reveals the majestic allure of the Rhine River, in all of its fairy-tale glory. We uncover beautiful valley gorges, splendid half-timbered towns and all the remarkable cities along the banks of this grand old river.

Five-Star Tulips Cruise

8 days from £1,395pp
Departs
12th Apr 2019



Discover the magnificent floral displays of the Keukenhof Gardens and enjoy a talk onboard ship from television personality Charlie Dimmock on this wonderfully diverse cruise on the enchanting Belgian and Dutch waterways.

Five-Star Danube Cruise

9 days from £1,395pp
Departures between
9th May and
25th Sep 2018



Aboard the state of the art Amadeus Queen, which comes replete with its own swimming pool amongst other cutting-edge facilities, experience the magic of the blue Danube from the elegance of Imperial Vienna, to the twin-cities of Buda and Pest.

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In 2018 we are expanding our event calendar to the river shores of Asia and will continue to bring our cruise industry flagship events as we educate and engage cruise travel agents across Europe.

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- We remain 100% trade only so will not and cannot undercut you
- Experienced Cruise Experts providing exceptional service and impartial advice



To contact our Cruise Plus Specialists, call **0800 0224 301** or email cruiseplus@travel2.com

For Holidays, Flights, Hotels call **0800 0224 182** & for Tours call **0800 0224 302**

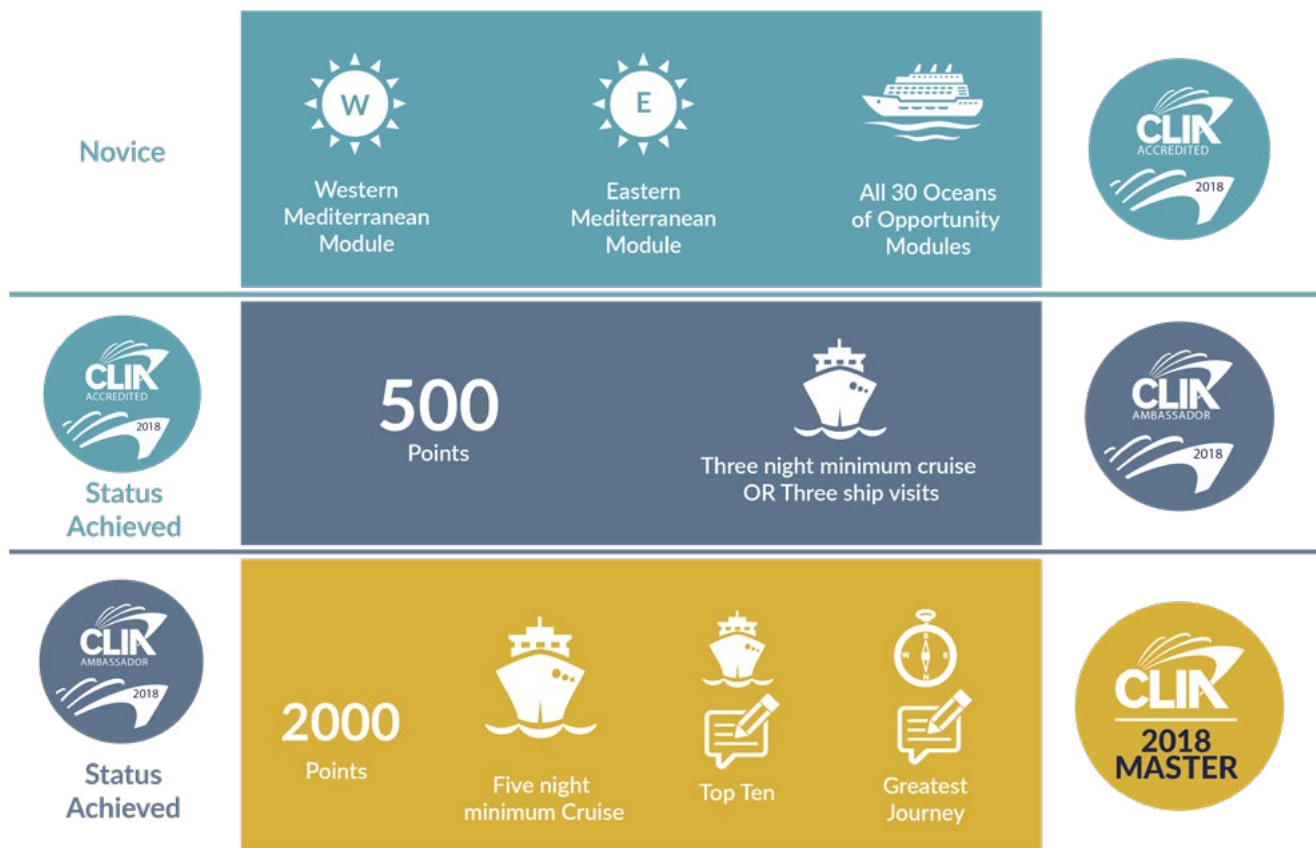


ROAD TO BECOME A CLIA MASTER



CLIA offers the only cruise industry accreditation scheme for travel agents in Europe. Each individual will use their agency's unique Membership Reference to create a personal profile, allowing them to follow their own e-learning path.

Once you have reached accredited status, you must complete a refresher module each year to maintain your accreditation at your achieved level. All modules must be completed within one year from the date of the first module being commenced.



"CLIA is the ultimate go-to for anything relating to the cruise sector, A must for anyone serious about selling cruise".

Working for a small independent agency, I would not have been able to gain the knowledge, or compete within the sector, without the support from the team at CLIA."

Simon Wright
Treehouse Travel

CLIA operates the only official cruise accreditation programme, and we are the only travel agent training programme accredited by City & Guilds.

There are three levels of accreditation, and at the top is our ultimate list of those who have worked through multiple learning programmes, webinars, ship visits, cruises, and have exchanged some of their knowledge for the good of the industry.

Here is the list of member travel agents who had achieved Master Status by the end of 2017.

Abigail Barker Fred River Cruises
 Alison Roberts Travel The World 2
 Alison Woodrow Addison Travel Ltd
 Amanda Levett Mid Counties Co-Op
 Andrew Jeans Edwards Coaches
 Andy La Gette Travel Counsellors
 Barbara James Cruise Holidays UK
 Ben Berry Ben Berry
 Benedict Montgomery TravelWithBen.com
 Bjarne Thelin GoCruise
 Brendan O'Connor Brendan O'Connor
 Brian Gillespie Oasis Travel
 Bruce Cairns Travel Counsellors
 Carol Kirkham Kirkham Travel
 Carol Pearce Cruise.Co.Uk
 Caroline Jenkins Travel Counsellors
 Cathy Ellis Mundy Cruising Plc
 Chris Roberts Go Cruise
 Chrissi Knights Explorer Travel
 Claire Stevenson Trailfinders
 Corinna Ball LoveitBookit.com
 Dan Hammond Go Cruise
 Daniel Essex Century Travel
 David Celino-Stock Tickets Travel
 Denise Hodgson Travel The World 2
 Dinah Alonso-Wilkes Travel Counsellors
 Diviyesh Gondalia Go Cruise
 Donna Read Baldwins Travel
 Elaine Hennessey The Co-operative Travel
 Elaine Kane Eton Travel Agency
 Emma Sanger-Horwell The Luxury Cruise Company
 Gary Witheyman ITE Homeworker
 Graham Johnson Cruise.Co.Uk
 Hayley Meades Mundy Cruising Plc
 Heather Ascroft The Cruise Village
 Helen Granville Century Travel
 Helen Worthington Go Cruise

Ian Bates Worldchoice Travel
 Ian Warren Go Cruise
 Iliyan Ivanov Cruise. BG
 Jackie Standridge Spa Travel
 Jacqui Ridler Jacqui Ridler
 James Pettitt Cannon Travel
 James Ward Bolsover Cruise Club
 Jane Bowen Go Cruise
 Janice Abbott The Cruise Village
 Jennifer Ford Oasis Travel
 Jessica Nuttall The Cruise Village
 Jill Rushby Go Cruise
 Jim Wallace GoCruise
 Joanne Marsh Readers Offers Ltd
 John Watson Travel Counsellors
 Jon Haworth Best Destinations
 Julie McIntyre Cruise.Co.Uk
 Katherine Doyle Bawtry Travel
 Katrina Smith Travel Counsellors
 Katy Savvides 2001 Travel
 Kerry Hewitt Cruise.Co.Uk
 Kevin Booth GoCruise
 Kirsty Ricketts Travel Counsellor
 Lizzie Adamson Brown Travel Counsellors
 Louise Crabtree Sheldon Not Just Travel
 Lyndsay Patterson The Cruise Village
 Lynn Guest Oasis Travel
 Mark Hover Go Cruise
 Martin Hay Go Cruise
 Meriel Lowe The Luxury Cruise Company
 Micci Riley Ashley Adams Yorkshire Ltd
 Michael Powell Mike Powell
 Mike Brady Ridings Travel
 Naomi Coombes Woods Holidays Ltd
 Neil Henderson Cruise Nation
 Neil Torbell Freeway Travel
 Nicholas Markham Cruise Holidays UK

Nick Oldfield Cruise1st
 Nicola Cowan The Cruise Specialists
 Patricia Sharpe Barrhead Travel
 Pauline Drain Cruisegroups
 Peter Ruck GoCruise
 Peter Wellman Cruise.Co.Uk
 Pippa Booker Fareham College
 Redvers Maisuria-Clark GoCruise
 Richard Hill Croydon Coaches UK Ltd
 Russell Adamson The Cruise Specialists
 Sally Chilton The Co-Operative Travel
 Sandy Ogier Co-Operative Travelmaker
 Sarah Bolton Travel Counsellors
 Sarah Jones Cruise.Co.Uk
 Sarah Thelin GoCruise
 Sharon Allen Go Cruise
 Sharon Trigg Mundy Cruising Plc
 Simon O'Neill Oasis Travel
 Simon Wright Treehouse Travel Ltd
 Sophie Muirhead Planet Cruise
 Stephen Bellingham Travel Counsellors
 Steve Riley Ashley Adams Yorkshire Ltd
 Steve Wright Worldchoice Travel
 Stuart Carlson Cruise1st
 Susan Broad Triangle Travel
 Susan Dogan Mundy Cruising Plc
 Susan Forsdike Your Holiday Booking
 Theresa Hall Mundy Cruising Plc
 Tina Hammond Go Cruise
 Tom Britton Marble City Travel Ltd
 Trevor Ridler Baldwins Travel
 Vicky Lewis Century Travel
 Walter Colijn Travel Counsellors
 Yvonne Garner Yvonne Garner
 Zoe Vasilaki Century Travel

CONGRATULATIONS!

Membership Benefits 2018

CLIA UK & Ireland is here to help you cut through the cruise information, terminology, trends and opportunities; and help you grow the cruise side of your business.

CLIA UK & Ireland is here to provide the official industry training and accreditation, unique resources & inspiring events to support the travel agent community.

INDUSTRY TRAINING AND ACCREDITATION

- Interactive online learning programme covering cruise products, destinations, sales techniques, the cruise experience & latest trends
- CLIA UK & Ireland operates the only cruise accreditation programme in the country and is accredited by City & Guilds
- A complete library of live and recorded Webinars to keep you up to date with key information from our CLIA Cruise Lines, ports & destinations

EVENTS AND SHIP VISIT OPPORTUNITIES

- CLIA operates the only cruise industry events that showcase all sectors of the industry, including our flagship CLIA Conference, River Cruise Convention and **new for 2018** - Asia River Cruise and Destination Forum
- CLIA events in 2018 also include our Evening Roadshows, Luxury and River Expo plus our Excellence Awards
- Members can access the ultimate listing of all Ship Visits

UNIQUE RESOURCES

- **Cruise Search & Ship Finder** - your team all have access to an industry leading Cruise Search to find the right ship and itinerary for your customer.
- **Brochure Agent & Materials rack** - now you can find all your cruise line brochures, orderbooks, fact sheets, cruise adviser, CLIA informer, guides, cheat sheets, newsletter, tech sheets, maps, timetables, reports, presentations and much more in one simple search
- **New look Meet the Fleet** - Redesigned and developed a new faster, filtered fleet finder for getting the latest info on CLIA Cruise Lines ships
- **NEW Full Picture Visual Conversation technology** - share photos, videos and other assets to your customers' screens in real-time
- **Brochure Rack** - All current cruise Brochures published by CLIA cruise lines are available on our website to download, share or print
- **Destination Guides** - featuring an interactive map of the key cruise ports, incredible photography and a downloadable overview of each region
- **Fact sheets** - Key cruising topics; downloadable or accessible online, these are great reference tools for all cruise sellers
- **Resource Centre & FAQs** with the latest industry news, trends and reports

#GenerationCruise

JOIN THE CLIA CRUISE COMMUNITY

- Quarterly Review updates on the latest news and CLIA events
- Participation and support during CLIA's Cruise Month (October 2018)
- The latest News and opinion, plus unique Sales Guides written by industry experts
- Join CLIA on your preferred social network such as Facebook, Twitter & LinkedIn
- The ultimate listing of all cruise lines and key contacts
- Recognition as members through use of the CLIA UK & Ireland logo and a membership listing on our consumer facing web pages
- Promote your membership by displaying your CLIA Membership Certificate & window sticker

CLIA UK & IRELAND IS DELIGHTED TO BE SUPPORTED BY OVER 50 OF THE WORLD'S LEADING CRUISE LINES



CRUISE LINES INTERNATIONAL ASSOCIATION

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We have strived to ensure accuracy throughout this document, however CLIA cannot be held responsible for any errors or omissions.