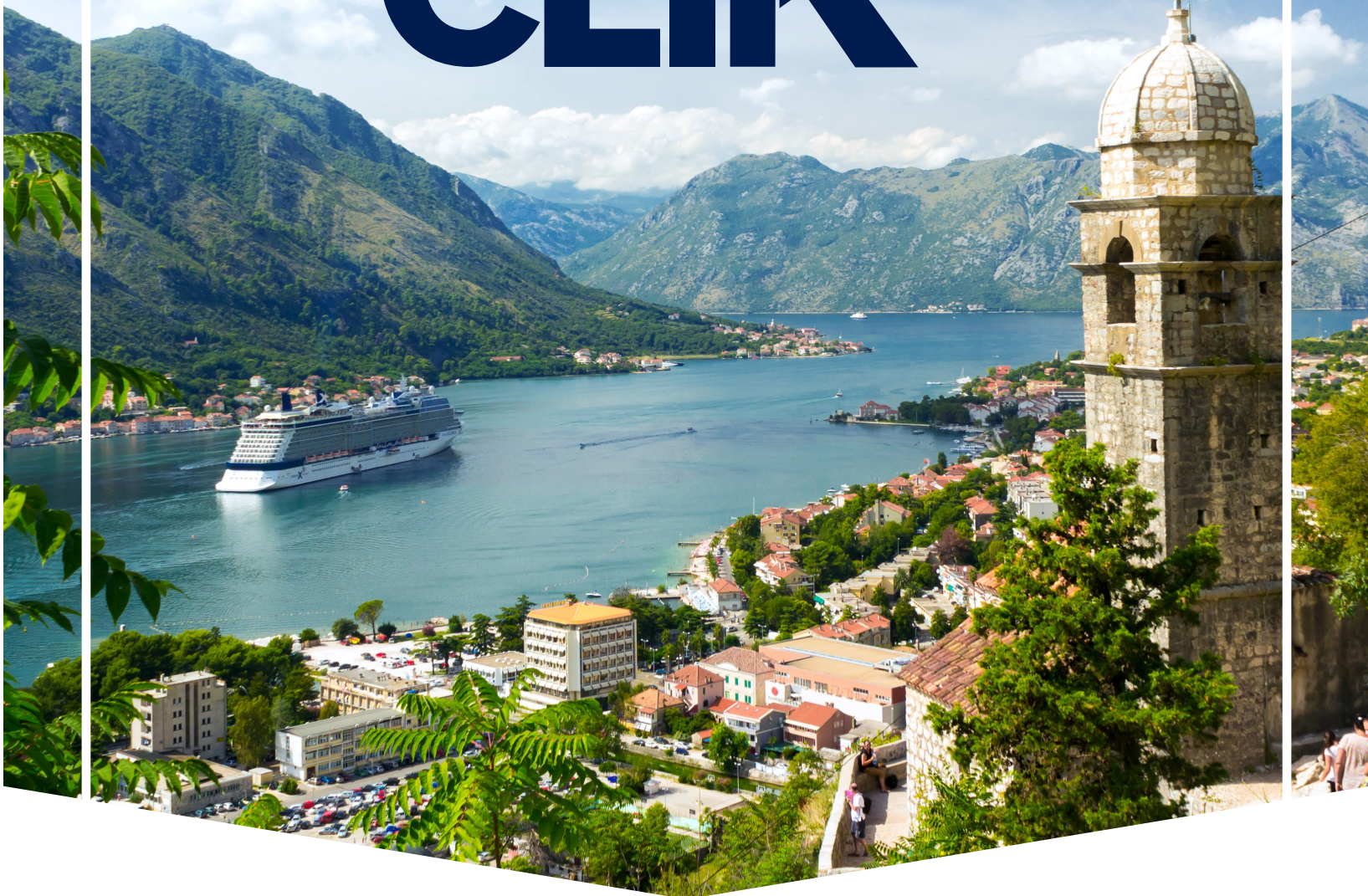


The logo for the Cruise Lines International Association (CLIA). It features the word "CLIA" in a bold, dark blue, sans-serif font. Above the letters, there are several curved, overlapping lines that suggest the shape of a ship's wake or a stylized wave.

# CLIA



# YEARBOOK 2019

[cruiseexperts.org](http://cruiseexperts.org)



**ANDY HARMER**  
**SVP MEMBERSHIP**  
**& DIRECTOR,**  
**UK & IRELAND**

## HELLO THERE!

Welcome to our look back on the cruise year of 2018 – the year in which we reached the important milestone of two million cruises taken by UK & Irish holidaymakers for the first time ever.

Surpassing the two million mark is a significant milestone, as it illustrates how cruise has become a major player within the UK and Irish travel sector. As only the second European market to reach over two million cruises and the fourth globally, this figure follows years of investment and innovation by our cruise line members and shows the unmistakable confidence the industry places in the UK & Ireland.

We are incredibly fortunate to have such a wide range of cruise lines working in the UK & Ireland from all sectors – luxury, river, ocean and expedition – all offering incredible itineraries and extraordinary experiences both onboard and ashore, which enables us to confidently state there truly is a cruise for everyone.

Year after year, the cruise industry has built a reputation for offering the ultimate holiday choice for existing cruise guests as well as the next generation of travellers – from multi-generational families and groups of friends, to solo travellers and young couples and everyone in between.

Our continued growth of cruise guest numbers comes from our proud maritime history, from our love of travel and holidays, and from the unshakeable partnership between cruise lines and travel agents. It is that partnership that goes to the very heart of everything that CLIA offers its members – inspiring events, unique resources and City & Guilds accredited learning.

We hope you enjoy looking back at 2018 in the annual CLIA Yearbook – thank you to everyone for your hard work, support and dedication to this wonderful industry.

See you soon!

# ABOUT CLIA

## WORKING TOGETHER TO GET MORE PEOPLE TO CRUISE

### WHO IS CLIA?

Cruise Lines International Association (CLIA) is the world's largest cruise industry association, providing a unified voice and leading authority of the global cruise community.

CLIA brings the whole cruise industry together – ocean and river cruise lines, travel agents, ports, destinations and industry suppliers.

Our mantra is One Industry – One Voice. We know that the industry is stronger when we all work together with the shared aim of promoting the cruise travel experience.

### BECOME A MEMBER AND JOIN THE COMMUNITY!

CLIA's mission is to be the unified global organisation that helps its members succeed by advocating, educating and promoting for the common interests of the cruise community.

As a travel agent member, CLIA is here to help you cut through the cruise information, terminology, trends and opportunities and ultimately to help you grow your business as you become a cruise expert.

CLIA is accredited by City & Guilds and operates the only cruise accreditation programme in Europe.

We provide official industry training and accreditation, create unique resources and host inspiring events designed to provide the tools, knowledge and education for agents who want to sell cruise.



# 2018 CRUISE REVIEW

## HIGHLIGHTS

### PASSENGER VOLUME

In 2018, the number of UK & Irish cruise passengers reached 2,009,000, reaching the two million mark two years earlier than predicted. This figure illustrates how cruise has become a major player within the UK & Ireland travel sector. As only the second European market to reach over two million cruises and the fourth globally, this figure demonstrates the continued strength of cruising as a mainstream holiday choice in the UK & Ireland.



### AGE

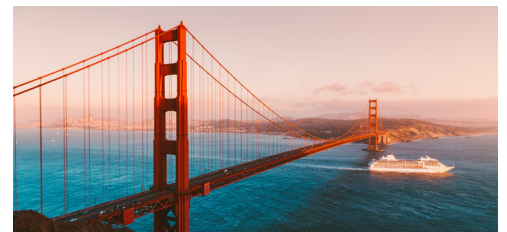
In 2018, the average cruise passenger age was largely unchanged at 57 years. This can be attributed to the growth in the number of families choosing cruise as their preferred holiday choice. As cruise lines continue to expand the range of activities and entertainment offered onboard and ashore, cruise holidays have a significant appeal to families as they suit all ages, from grandparents to parents and children, encouraging 'multi-generational' holidays. This combined with the many other perks of a cruise, such as exploring incredible destinations and only having to unpack once, also draws in appeal from younger holidaymakers.



### CRUISE DURATION

The average cruise duration of 10.1 days indicates British and Irish travellers enjoy longer cruises, with the number of 14-day cruises taken last year increasing by five per cent, totalling 397,000.

The popularity of 'taster cruises' also grew significantly, with 149,000 passengers taking 1-3 day cruises in 2018 – an increase of 29,000 – suggesting that new-to-cruise guests like to 'try before they buy' when it comes to a cruise holiday.



## JOIN THE COMMUNITY



50+ Ocean, River and Speciality Cruise Lines, representing more than 95% of global cruise capacity



4,381 Travel Agencies including high street agencies, homeworkers, call centres, tour operators and online agencies



30 New Ocean, River and Specialty CLIA Cruise Line Ships Scheduled to debut in 2019



12,316 Online learners



6 Working Groups & Committees oversee and help shape CLIA activity, headed by 5 different Chairs.



2,009,000 Cruises in 2018

## DESTINATIONS

Our love affair with cruising in Europe continues, with the Mediterranean, Northern Europe and Baltics making up almost 70 per cent of total cruises taken, thanks to the large deployment of incredible ships offering an amazing choice of itineraries in European destinations as well as the number of cruises sailing ex-UK.

The UK & Irish cruise market is still dominated by the 'Big Three' – the Mediterranean, Northern Europe and the Caribbean. The Central & Western Mediterranean has kept its number one spot with 53,000 cruises taken in this region, followed closely by Northern Europe and then the Caribbean.

Over recent years, a strong trend in travel is that a growing number of people are seeking adventure and unique experiences for their holiday and this can be seen in the significant increase in the number of cruises taken in 2018 in exploration destinations, such as the polar regions, the Galápagos Islands and Antarctica, which saw bookings increase by 44 per cent year on year.

Cruises in Asia and South America also experienced a healthy growth, indicating a shift in the types of holidays that travellers seek, as they look for authentic and enriching experiences. In 2018, the number of cruises taken in South America and Panama Canal grew by 29 per cent; in Asia and China the number grew by 41 per cent.



90.4% (Average) Overall satisfaction from Travel Agent Members



New podcast downloaded over 10,000 times (Since June 2018)



Social media community up to 115,000



**“We must work together now in order to safeguard our planet for today, tomorrow and the generations of the future.”**

## SUSTAINABILITY

### THE CLIA CRUISE LINES PLEDGE

No single industry relies more on the splendour of our planet’s oceans and seas, or the pristine beauty of the world’s harbours and seaside communities, than the cruise industry. As a result there are few other industries that have invested so much time, resources and energy into protecting our oceans and destinations.

We hope to give you an overview of the detailed work being undertaken by the global cruise industry, as we strive to maintain clean oceans and beaches now, and for future generations.

Making a true commitment to preserve and protect the environment is not only fundamental to the success of the cruise industry, it’s also the right thing to do.

Cruise ships represent less than 1% of the global shipping fleet, however, we strive to lead the way when it comes to sustainability investment and innovation.

The cruise industry takes sustainable tourism seriously by constantly looking at ways to protect our planet’s oceans and communities, plus leading the way in recycling, new technology and new fuels.

CLIA is enthusiastically and proactively partnering with organisations to find solutions that ensure destinations are strengthened and preserved, and the health of our oceans are protected.

Work is already well underway, both from individual cruise line members and from CLIA as a global organisation. In many areas, the cruise industry is already leading the way. For example, cruise lines’ advanced waste water-treatment systems produce cleaner water than the systems in most coastal cities in the USA.

#### CLIA and the global cruise industry has three main focus points for its environmental work:



We are fully committed to meeting IMO emission goals to improve air quality through improved fuel standards, emission control requirements and engine technology. We are likewise committed to achieving IMO’s goals for the reduction of Greenhouse Gasses from global shipping



Invest in new technologies and designs to transform the global modern fleet’s efficiency and performance



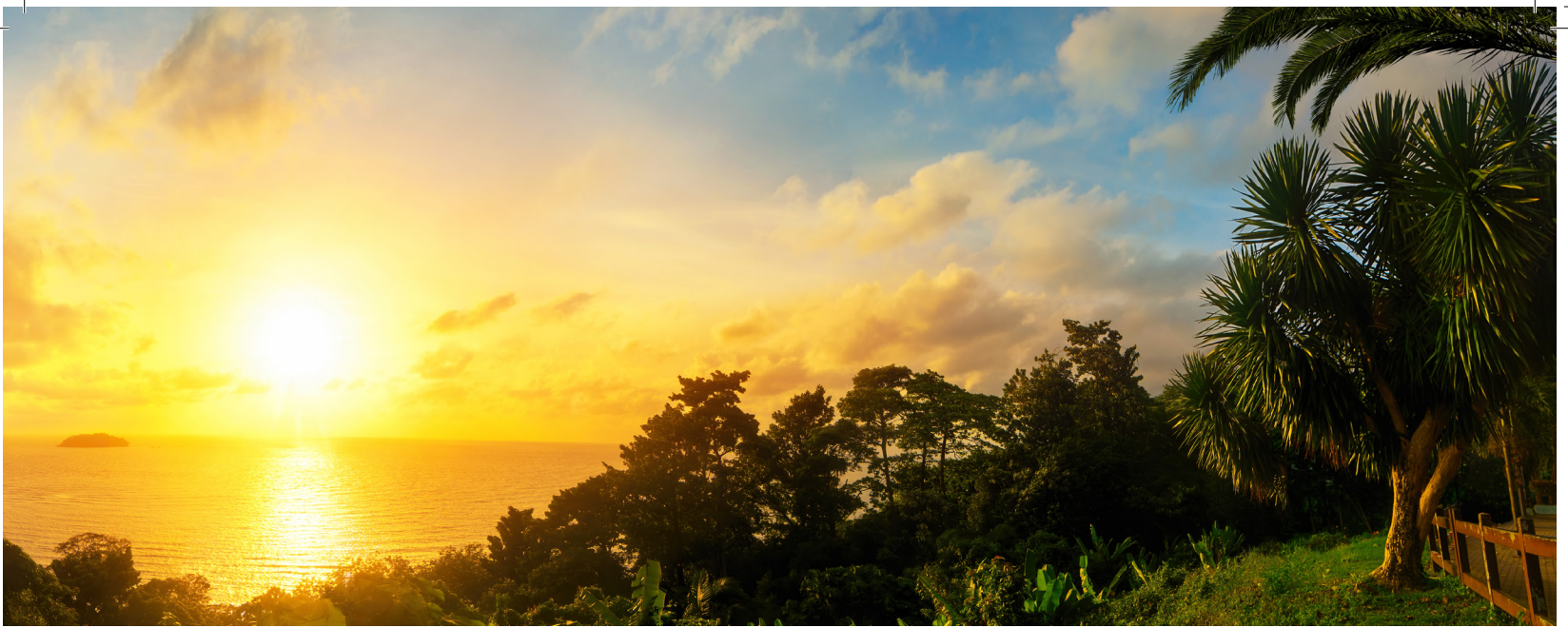
Collaborate with leading national and international organisations to advance and enhance sustainability efforts

united  
for  
wildlife

In 2016, CLIA signed the ‘United for Wildlife’ declaration committed to the elimination of routes exploited by illegal wildlife traffickers



CLIA joined the World Ocean Council in early 2016, this is a global multi-industry alliance dedicated to ocean corporate responsibility



## CLEANER FUELS & REDUCED EMISSIONS

The global cruise industry has invested billions of dollars in new technologies and cleaner fuels to reduce ships' emissions; and in the design and development of many new ships fuelled by LNG (liquefied natural gas) which has lower emissions and higher energy efficiency



Several of the largest international cruise companies, have multiple orders for LNG-fuelled ships over the next few years



CLIA is working closely with the International Maritime Organisation to develop mandatory measures for a 30% improvement in efficiency for new ships by 2025



Cruise ships use LED lighting which lasts 25 times longer, uses 80% less energy and generates 50% less heat than incandescent bulbs



Solar panels are installed onboard cruise ships to provide emission-free energy, and windows are tinted onboard to keep interiors cooler, reducing the need for air-conditioning

## RECYCLE, REUSE AND REDUCE

Cruise ships boast some of the most innovative recycling and reusing strategies in the world.

This means that the industry recycles more than 80,000 tons of plastic, aluminium and glass every year. Some ships recycle or reuse almost 100% of waste generated onboard, through recycling, donating and converting waste into energy.

### Did you know?



Many cruise ships recycle 60% more waste per person than the average person does on land\*  
\*based on an American study



Both river cruise and ocean cruise companies have pledged to dramatically reduce, or even ban, the use of single-use plastic items such as straws, food packaging and water bottles.

To find out more about CLIA Cruise Lines' sustainability and innovations visit [cruiseexperts.org](http://cruiseexperts.org)



CLIA is partnering with W TTC (World Travel and Tourism Council) to deliver a series of workshops and events on Destination Stewardship



CLIA cruise lines partnered with the US National Park Service to develop a whale-mapping programme in Alaska's Glacier Bay



CLIA is liaising with ports across the globe to combat concerns surrounding over-tourism and to plan long-term solutions



## CLIA CONFERENCE 2018

### MAY 2018

A huge thank you to everyone who joined us at the CLIA Conference in May 2018 – to those new to the event and to those who make the Conference a regular part of their travel year. With over 600 delegates, the Conference has become the UK’s biggest travel agent conference – testament to the incredible mix of amazing ship visits, networking and business sessions; only possible thanks to the investment that cruise lines, sponsors and our travel agent partners make each year.



#### CLIA CONFERENCE

With inspirational keynote speakers from both within the industry and outside, all aspects of #GenerationCruise were in the spotlight



#### TRADE FAIR

Over 60 sponsoring companies were present at the Networking Trade Fair, bringing huge opportunity for delegates to build their cruise contacts



#### SHIP VISITS

First-hand tours onboard cruise ships ensure new to cruise delegates experience the luxurious surroundings and impeccable customer service that cruise delivers



#### GALA DINNER

Delegates were treated to a glittering Gala Dinner, delighting with a 3-course dinner and fabulous entertainment courtesy of Princess Cruises

#### DID YOU KNOW?

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



## CLIA CONFERENCE 2018 KEY FACTS

### Attending Ships:

Oceania Cruises - *Marina*

Princess Cruises - *Royal Princess*

Celebrity Cruises - *Celebrity Silhouette*

### Keynote Speakers:

**Cindy D'Aoust**

President & CEO  
CLIA

**Gianni Onorato**

Chief Executive  
MSC Cruises

**Chris Austin**

SVP Global Sales &  
Marketing  
Seabourn

**Harry Sommer**

EVP International Business  
Development  
Norwegian Cruise Line

**Dr Paul Redmond**

Director of Student  
Experience  
University of Liverpool

**Rai Caluori**

EVP Guest Experience  
& Product Development  
Princess Cruises



**Special Guest Speaker**

Sir Ranulph Fiennes



**CLIA**  
**CONFERENCE 2018**  
SOUTHAMPTON  
*#Generation Cruise*



# Embark on the polar adventure of a lifetime...



Small  
Ships



Shore  
Excursions



Over 27 Years  
Experience

27+

Authentic  
Expeditions



Wildlife  
Encounters



Expert  
Guides



For the past 27 years Aurora Expeditions has led small-group, expedition-style travel to the polar regions and other wild and remote destinations. Their aim is to connect like-minded travellers with nature and wildlife, and offer unique experiences and activities in some of the world's most inspiring regions. This includes intrepid areas such as Antarctica, the Arctic, Costa Rica, Scotland, Patagonia and more.

Set to sail in 2019, Aurora Expeditions new state-of-the-art purpose-built expedition vessel, the *Greg Mortimer*, is the first passenger vessel to feature the patented Ulstein X-Bow®, allowing for faster and smoother sailings - a ship designed by expeditioners, for expeditioners. The *Greg Mortimer* has also been built to the strictest environmental standards of the latest Polar Code, to ensure non-intrusive and low-impact voyages.

Aurora Expeditions welcomes solo travellers, providing a 'No Single Supplement\*' option if you're happy to share or an additional 50% surcharge if you prefer your own cabin – the choice is yours!

Aurora Expeditions invites you to discover the range of itineraries they have to offer, designed by their team of experts to inspire your clients' next adventure!

For more information and to book, contact your preferred wholesaler or Aurora Expeditions:

Craig Upshall – UK and Europe Sales Director  
craig@auroraexpeditions.co.uk  
+44 (0) 7824 305232

Karen Hollands – Inside Sales Trade Executive  
karen@auroraexpeditions.co.uk  
0808 189 2005

\*Terms & Conditions apply. +No single supplement if willing to share with the same gender. Zodiac (boat) featured was at a safe distance from glacier. For full terms and conditions visit [auroraexpeditions.co.uk](http://auroraexpeditions.co.uk).



# ASIA RIVER CRUISE & DESTINATION FORUM

## APRIL 2018

For the first time CLIA headed east to Vietnam and Cambodia (with a special stop-over in Singapore) for our most ambitious event yet! Showcasing Asia as a destination, and specifically river cruise holidays as an amazing way to discover these countries, this brand-new event took delegates on a voyage of discovery to this incredibly diverse and culturally stimulating destination.

### ASIA RIVER CRUISE & DESTINATION FORUM KEY FACTS

#### Attending Ships:

- AmaWaterways - *AmaDara*
- APT - *La Marguerite*
- Avalon Waterways - *Avalon Siem Reap*
- CroisiEurope Cruises - *Indochine II*
- Pandaw - *RV Mekong Pandaw*

#### Keynote Speakers:

- Kristin Karst**  
Executive Vice President AmaWaterways
- Luke Nguyen**  
APT Ambassador  
Acclaimed Chef
- Debra Fox**  
Chief Commercial Officer  
APT Travel Group
- Andre Dreyer**  
Operations Manager  
Pandaw
- Sri. Raj Singh BSc LLB FRGS**  
President & CEO Exotic Heritage Group

Special thanks to those river cruise operators who supported the event by offering sailings on the Mekong, but thanks also to the travel agents and sponsors who journeyed to this magical part of the world to join us. We will be back to Asia soon...



**CLIA**  
**ASIA RIVER CRUISE  
& DESTINATION FORUM**  
VIETNAM & CAMBODIA

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# BROADEN YOUR HORIZON

## APRIL 2018

With huge thanks to the team at Carnival Cruise Line, Broaden your Horizon allowed us to showcase the brand new Carnival Horizon, and to look at how agents can take advantage of changing cruise demographics, marketing and digital opportunities.

### Keynote Speakers:

**Christine Duffy**

President

Carnival Cruise Line

**Oli Yates**

Chief Executive Officer

Clicky Media



### DID YOU KNOW?

Andy Harmer and Stuart Parish ran 44 laps around Carnival Horizon's deck to raise funds for the Teenage Cancer Trust. Lucy Huxley and Iain Baillie both ran round 22 times.



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WATERWAYS

# Boutique European River Cruises

2019 & 2020 offers now available



## Exceptional EmeraldVALUE

Book today and enjoy these inclusions

- **Return flights** from a choice of up to 15 UK airports
- **Stylish accommodation** on-board our innovative Star-Ships
- **All on-board meals** in Reflections Restaurant
- **Complimentary wine, beer & soft drinks** with lunch & dinner
- Onshore excursions and guided tours
- Extra-special **EmeraldPLUS** and **EmeraldACTIVE** experiences
- **Complimentary Wi-Fi** on-board
- **Complimentary bicycles†** on-board
- **All port charges, taxes and transfer costs**
- **River Cruise Guarantee** cover



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&  
**MORE**

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## AGENT ACADEMY

Sign up to our new online training platform at [scenic.co.uk/agent-portal](http://scenic.co.uk/agent-portal)

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LUXURY CRUISES & TOURS

# EUROPE'S MOST LUXURIOUS RIVER CRUISES

2019 & 2020 OFFERS NOW available



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- Flights from a choice of up to 16 UK airports
- All-inclusive dining & beverages†
- Luxury suite accommodation
- Private butler service
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Phone: 07932 845 872



**WENDI HARDY** Sales Manager, Central South  
Email: [wendi.hardy@scenic.co.uk](mailto:wendi.hardy@scenic.co.uk)  
Phone: 07540 132 370



**DANNY JOEL** Sales Manager, South  
Email: [danny.joel@scenic.co.uk](mailto:danny.joel@scenic.co.uk)  
Phone: 07525 913 949

**Terms and Conditions:**  
**Emerald Waterways:** All our holidays are subject to availability. †Emerald Radiance on the Douro River does not have bicycles or an indoor pool/cinema, instead there is a spa-style Serenity Pool on the Sun-Deck. Flights may not be a direct service and a supplement may be charged. For full terms and conditions visit [emeraldwaterways.co.uk](http://emeraldwaterways.co.uk). E&OE.

**Scenic:** All our holidays are subject to availability. Offers maybe withdrawn at any time. †All drinks are included on board except for a small number of fine and rare wines, Champagnes and spirits. For full terms and conditions, see [scenic.co.uk/terms-and-conditions](http://scenic.co.uk/terms-and-conditions).



# LUXURY SHOWCASE MÁLAGA - OCTOBER 2018

Another CLIA event, and another new city for us! With ship visits on Silver Whisper and Seabourn Ovation, the Málaga Showcase focussed on the evolving luxury customer – from the growing luxury expedition sector and the changing nature of this growing segment. With thanks to the Port and City of Málaga and a range of incredible sponsors; CLIA loved the chance to explore this fabulous Spanish city!

## LUXURY SHOWCASE KEY FACTS

### Attending Ships:

Silversea - *Silver Whisper*

Seabourn - *Seabourn Ovation*

### Keynote Speakers:

**Robert Halfpenny**

Managaing Director

Aurora Expeditions

**Lisa McAuley**

Managaing Director

dnata Travel

**Debbie Marshall**

Managing Director

Silver Travel Advisor



## DID YOU KNOW?

The Luxury Showcase in Málaga was the first CLIA UK & Ireland event to be held in Spain.



LUXURY SHOWCASE  
MÁLAGA

# CRUISE-PLUS

AIR + LAND + SEA BY TRAVEL2

## Cruise holidays, with an added twist.



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RIVER



EXPEDITION

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300,000 hotels worldwide and partner with more than 135 of the world's top airlines allowing us to build bespoke holidays to be remembered forever. The sky (or in this case, the ocean) is not the limit!

Find a unique collection of worldwide itineraries in our Luxury, River & Expedition and Ocean Cruise brochures, and we'll help you mix the perfect experience. Cruise holidays, with an added twist.

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AIR + LAND + SEA BY TRAVEL2



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@CruisePlusT2





# PARIS RIVER CRUISE CONFERENCE - NOVEMBER 2018

Now an integral part of the travel calendar, CLIA was delighted to once again to bring the sector together for two-days of all things river – and in 2018 we were in the French capital for the very first time.

Featuring a day of networking and Conference sessions, hosted by Lucy Huxley and Andy Harmer; and a day of visiting up to six river ships – the November event was the perfect chance to fully immerse in river cruise, network and learn more about the opportunities that the sector offers.

## PARIS RIVER CRUISE CONFERENCE KEY FACTS

### Attending Ships:

- A-Rosa - *A-Rosa Viva*
- Amadeus River Cruises - *Amadeus Diamond*
- Avalon Waterways - *Avalon Tapestry II*
- CroisiEurope Cruises - *MS Renoir & MS Raymonde*
- Scenic - *Scenic Gem*
- Uniworld Boutique River Cruise Collection - *SS Joie De Vivre*

### Keynote Speakers:

<b>Albert Aird</b> River Cruise Expert	<b>Selina</b> Wellness Host AmaWaterways	<b>Debra Fox</b> Chief Commercial Officer APT Travel Group
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### DID YOU KNOW?

The Paris River Cruise Conference was our first river event since Stuart Perl became Chair of the River Cruise Working Group.



**PARIS**  
2018  
**RIVER CRUISE CONFERENCE**  
#CLIAParis18

# THE FUTURE IS COMING TO SOUTHAMPTON 2020

Celebrity  
**AP  
EX**



The second of Celebrity Cruises' revolutionary Edge® Class ships – Celebrity Apex<sup>SM</sup>, will be sailing from Southampton in April 2020 for her first ever cruises. Setting a new standard for luxury and innovation at sea, cruising will never be the same.

## BE THE FIRST TO SET SAIL ON APEX

She will be making Southampton home for her five first ever sailings, starting with an inaugural Spain and Portugal round-trip cruise over the Easter break. Other choices include a Norwegian Fjords cruise, as well as a brand new pairing of Capital Cities itineraries.

## EDGE CLASS HIGHLIGHTS

- Some of the most luxurious accommodation in the fleet, from NEW Infinite Balcony<sup>SM</sup> Staterooms to the Iconic Suites
- 29 stylish restaurants, cafés, bars and lounges, including exclusive new and exciting dining concepts
- Magic Carpet – the world's first cantilevered floating platform soaring 13 stories above sea level
- Elemis® spa featuring a lineup of industry firsts
- High tech theatre with four stage areas and Eden where every sense is indulged day or night

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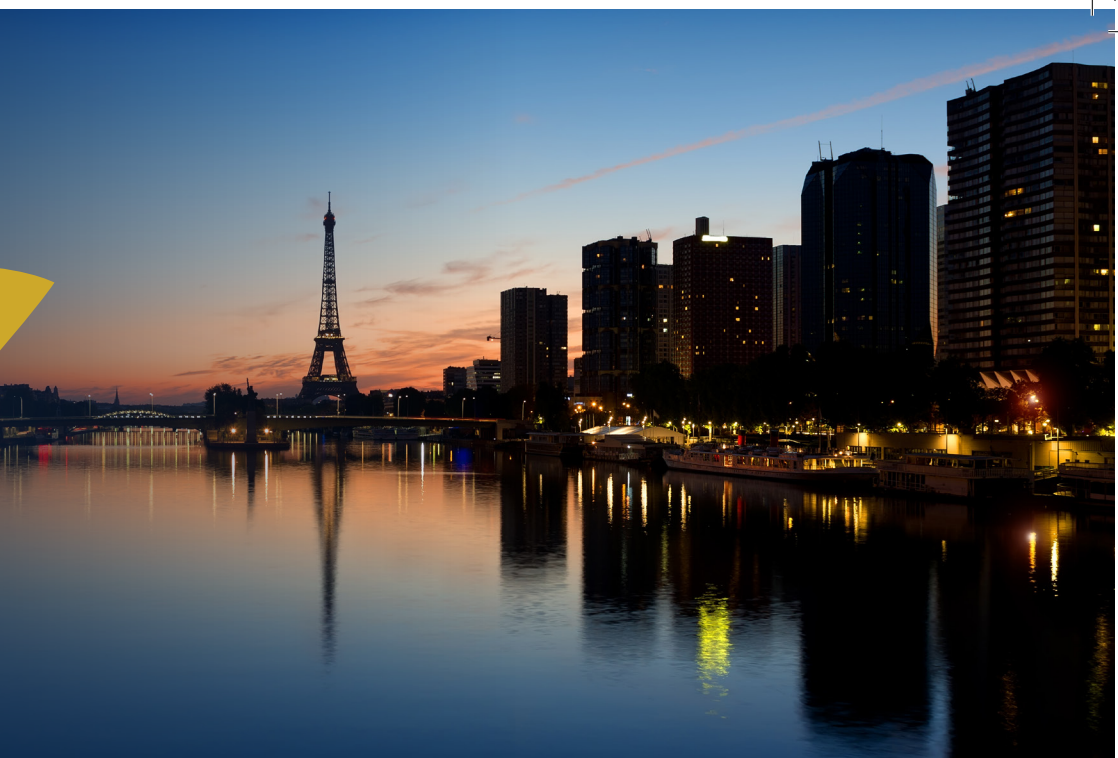
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CLIA UK & IRELAND  
**RIVER CRUISE  
 EXCELLENCE**  
 Awards 2018



# CLIA RIVER CRUISE EXCELLENCE AWARDS NOVEMBER 2018

The annual ceremony to recognise the very best businesses and individuals amongst travel agents in the river cruise sector has now become an integral part of the River Cruise Conference, and this year was part of the Paris event in November 2018.

## CLIA RIVER CRUISE EXCELLENCE 2018 AWARD WINNERS:

**Best River Cruise Newcomer**  
 sponsored by [Fred. Olsen River Cruises](#)  
 Cruise 1st

**Best Overall Performance (North)**  
 sponsored by [A-ROSA River Cruises](#)  
 Connoisseur Travel

**Best Overall Performance (South)**  
 sponsored by [A-ROSA River Cruises](#)  
 Fred. Olsen Travel

**Best Marketing Promotion of River  
 Cruise (Online)**  
 sponsored by [Avalon Waterways](#)  
 Rivercruising.co.uk

**Best Marketing Promotion of River  
 Cruise (Homeworker)**  
 sponsored by [Avalon Waterways](#)  
 GoCruise

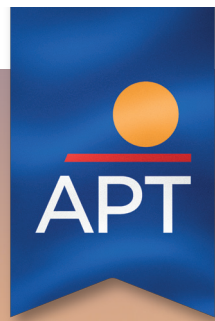
**Best Marketing Promotion of River  
 Cruise (Retail)**  
 sponsored by [Avalon Waterways](#)  
 Miles Morgan Travel

**River Cruise Ambassador of the Year  
 (Agency)**  
 sponsored by [Emerald Waterways](#)  
 Ponders Travel

**River Cruise Ambassador of the Year  
 (Agent)**  
 sponsored by [Emerald Waterways](#)  
 Margaret McCorriston  
 Planet Cruise

**Special Recognition Award**  
 sponsored by [Riviera Travel](#)  
 James Hill  
 GoCruise





Discover the world with the experts  
in river cruising and guided touring.



### *Why Choose APT?*

- So much is included – sightseeing, accommodation, return flights, transfers, gratuities, and even private home-to-airport transfers\* on our Luxury cruises • Choice of Luxury (5\*) and Essential (4\*) river cruises
- Family-owned and operated with over 90 years of travel experience • Five-star Trustpilot rating



#### EUROPE

Enjoy a range of cruises along the Rhine, Main, and Danube rivers; the Rhône, Seine, Dordogne and Garonne rivers in France; and Portugal's Douro River.



#### RUSSIA

Embrace the heart and soul of Russia as you explore the former imperial capital of St Petersburg, the cultural hub of modern Russia; and the grandeur of its quirky capital Moscow.




#### VIETNAM & CAMBODIA

Centred around a captivating cruise along the Mekong River, explore bustling cities, ancient temples and remote villages accessible only by water.



#### 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.

Join our trade social communities:  [agentclub@aptouring.co.uk](mailto:agentclub@aptouring.co.uk)  APT Agent Club UK  @APTAgentClub



LEARN MORE AT  
[www.APT-Experts.co.uk](http://www.APT-Experts.co.uk)



\*Complimentary home-to-airport transfers are included within a 75 driven mile radius of selected UK and Northern Ireland departure airports and must be requested at the time of booking. No cash alternative available. UK-6



# CLIA CRUISE FORUM

## DECEMBER 2018

The annual CLIA Cruise Forum has been part of the CLIA calendar since 2012, and this year was back in its familiar slot of December and in the new location of the Cotswolds. The 2018 CLIA Cruise Forum was a chance to reflect on the year of Generation Cruise – with Andrew Pearce reflecting on a tumultuous year in politics, the Executive Committee panel looking at what 2019 might bring, and special guests Josh Weinstein (Carnival UK) and Celebrity Chef Rosemary Shrager!

### CLIA CRUISE FORUM CONFERENCE KEY FACTS

#### Keynote Speakers:

Darell Woodman  
Art of Brilliance

#### Josh Weinstein

President  
Carnival UK

#### Andrew Pierce

Journalist

#### Special Guests

Rosemary Shrager  
TV chef & Author

#### Ching He Huang

Food Writer



### DID YOU KNOW?

Celebrity Chef, Rosemary Shrager completely annihilated Tony Roberts in a hilarious table-tennis showdown.





# 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.



## OPEN-AIR BALCONIES, WITH BEDS FACING THE VIEW

All of our suite staterooms offer stunning views so our guests won't miss a moment during their cruise.

## EVEN MORE INCLUDED IN THE PRICE

Full board dining with wine and beer, gratuities, return flights, transfers and excursions. No hidden fees.

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We are a member of ABTA and our flight-inclusive holidays are protected by the ATOL scheme. 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](http://www.avaloncruises.co.uk). Good Housekeeping Reader Recommended survey of Avalon panoramic views, 112 Good Housekeeping readers, 2018. Correct at time of print (23 Apr 2019).





# CLIA CRUISE EXCELLENCE AWARDS - DECEMBER 2018

The CLIA Cruise Forum features the ultimate cruise awards – they are uniquely judged by the whole cruise industry (via the Trade Engagement Working Group) and recognise excellence in a whole range of categories.

## CLIA CRUISE EXCELLENCE 2018 AWARD WINNERS:

### Rising Star Award

Love To Travel

### CLIA Cruise Advocate of the Year

Claire Brighton  
Senior Commercial Manager,  
The Advantage Travel Partnership

### Cruise Manager of the Year

Torey Kings-Hodkin  
Head of Cruise and Disney Partnerships,  
Thomas Cook

### CLIA Innovation Award

Imagine Cruising

### Online Travel Agency of the Year

Iglu

### High Street Travel Agency of the Year

Trailfinders

### CLIA Travel Agent of the Year

Cruise 1st

### Travel Agent Advisory Council

Chair's Award  
Steve Williams  
MSC Cruises

### Outstanding Contribution to the

#### UK Cruise Industry

Simone Clark, Iglu  
Giles Hawke, Cosmos  
Nasser Gerab, Touchdown TIS





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Remember, you can combine your Cunard and P&O Cruises Shine points.



Visit [shinerewardsclub.com](http://shinerewardsclub.com)



# CLIA WINTER BALL

## DECEMBER 2018

The CLIA Winter Ball, the dinner that celebrates the best of the festive season, and naturally draws an end to the year of cruise. Over 350 people celebrated 2018 with CLIA at a glittering evening that saw the (only) world premier of the CLIA Charity Single, (Do They Know it's Cruisemas?), plus special guests and a fabulous gospel Choir.

The event marked the end of #GenerationCruise, and the start of 2019, and #NextGeneration where CLIA will explore what is next for cruise holidays, cruise ships and travel agents.

**Thanks for everything in 2018!**



The 80 mile CLIA charity bike ride from Southampton to the Cotswolds raised over £7,500 for the Family Holiday Association to send more disadvantaged families on holiday in 2019.



# River Cruising by aROSA

Discover popular European waterways and sail along scenic destinations in true contemporary style.

A-ROSA lifestyle cruises offer you intimate and relaxing holiday experiences, exploring renowned riverside cities and breathtaking landscapes. You can look forward to comfortable premium cabins, extensive sun-decks, tasty culinary delights plus cultural excursions to exciting destinations and landmarks – everything you need for an unforgettable holiday. You choose how much you want to do, and we'll take care of the rest...

Cruise these great European waterways with us... Danube • Rhine • Moselle • Dutch & Belgian Waterways • Rhone & Saone • Seine

## Why choose A-ROSA...

- ✓ All inclusive board basis
- ✓ Return coach travel, with FREE Wi-Fi on board, regional flights from local airports or rail travel from St Pancras
  - ✓ Services of a Shearings Cruise Manager
- ✓ A-la-Carte Speciality Dining\* available in addition to the Gourmet Buffet Dining with LIVE Cooking Stations
- ✓ Facilities on board include a SPA, Gym, lounge areas and extensive sun decks
  - ✓ Including excursions
  - ✓ On board entertainment



## NEW FOR 2019

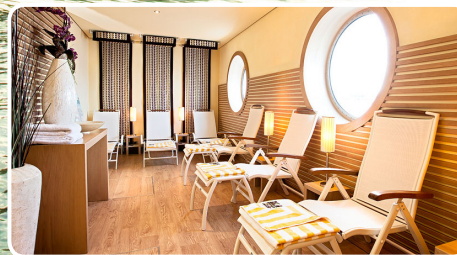
As the UK's largest escorted tour company, we are pleased to announce for 2019 we have again teamed up with renowned cruising specialists A-ROSA.

We have three exciting new itineraries for 2019 including a 'first' for Shearings - **New Year in Paris.**

The superb **MS A-ROSA SILVA** is also **NEW to Shearings** with three fantastic festive itineraries on-board, setting sail this year.

Children Cruise  
**FREE**  
On all A-ROSA Cruises<sup>Δ</sup>

**FREE**  
Home Connect Service\*  
*plus*



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This is  
**SHEARINGS**

Subject to Shearings T&C's and availability. Holiday prices are 'From' and are per person based on 2 people sharing a standard cabin. Flights/cabin supplements may apply. \*Selected postcodes. Alternatively 'Home Connect' to your local airport or railway station may be an option if the service is unavailable where you live. <sup>Δ</sup>Subject to availability, terms & conditions apply. E&OE.

# WHAT A DIFFERENCE YOU MAKE

Thanks to **your wonderful support** over the last year, you have raised enough funds to send **388 families** on a precious day out at the British seaside or local tourist attraction.



*"Mum Paula and son Aiden created many precious memories together and loved spending time on the beach building sandcastles and playing in the water. For Paula, the best part was being away from home and says she will never forget it."*

Feedback from a social care worker, York



*"It was so special to get to be like a normal family doing a day out. We would like to say thank you as for our family it gave us a bit of time to be away from the stresses of life and just enjoy being together. We laughed so much on our day out!"*

Family who spent a day out at a Wildlife park

Whether you've donated, taken on a challenge, whipped up some cakes, sang your heart out or helped in any other way, we truly appreciate your support! Just one day of respite gives struggling families the chance to create precious memories that will last a lifetime.

## THANK YOU

Working together we can continue to help many more families get a much-needed break.





# P&O CRUISES

## SHINE REWARDS CLUB

As a Shine Rewards Club member, you'll enjoy lots of chances to earn lovely Shine points.

Every Select Price booking registered earns points

But it's not just bookings... the more you engage with P&O Cruises, the more points you can earn! Whether you complete a training module or join us for a webinar – you're earning points every time

Your Shine points earn exclusive rewards and discounts which you can put towards all sorts like cinema tickets, jewellery, perfume, tech – even a cruise!

Not registered yet? What are you waiting for?  
Sign up now at [shinerewardsclub.com](http://shinerewardsclub.com)



## Shine Rewards Club

HELPING AGENTS THRIVE WITH P&O CRUISES

 P&O Cruises Travel Agent Sales

 @POC\_AgencySales

# UPCOMING CLIA EVENTS

REGISTRATION AT [CRUISEEXPERTS.ORG](http://CRUISEEXPERTS.ORG)

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, insight 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.



## CRUISE360

MALTA

28 - 30 OCTOBER 2019

CLIA UK & IRELAND

## LUXURY & EXPEDITION SHOWCASE

BELFAST - 8 OCT | MANCHESTER - 9 OCT | NORWICH - 10 OCT



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Cruise Lines and Travel Agent Associates consistently demonstrate their support not just for CLIA but also for the travel agent members of CLIA — their commitment to us is invaluable in giving you the additional support to grow your cruise business.

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# Why choose to cruise with CroisiEurope?

For our full range of fantastic special offers visit our **Travel Agent website**

## For your clients:

- Great value for money
- Stylish well appointed cabins with panoramic windows
- Superb French cuisine
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- Largest choice of itineraries across European and exotic river cruises, coastal cruises and canal barges

## For you the agent:

- Excellent commission rates
- 24/7 online booking portal
- Dedicated trade sales support team
- UK reservations team
- Fam trip opportunities
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- Generous group programme
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RIVER CRUISE  
COMPANY WITH  
56 SHIPS

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Travel Agent website  
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# THANK YOU!



**ON SUNDAY 15TH JULY, THE CLIA TEAM TOOK PART IN THE 2018 BRITISH 10K LONDON RUN TO RAISE FUNDS FOR MERCY SHIPS.**

Mercy Ships is an international development organisation that deploys hospital ships to some of the poorest countries in the world, delivering vital, free healthcare to people in desperate need. Conditions requiring surgical treatment kill more people in low-income countries than HIV/Aids, TB and malaria combined. Globally, five billion people have no access to safe, affordable surgery when they need it.

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\*70% of calls answered within one minute.

\*\*96% of attendees believe Princess Cruises have the best ship visit experience.



# NEW OCEAN CRUISE SHIPS

## 2019



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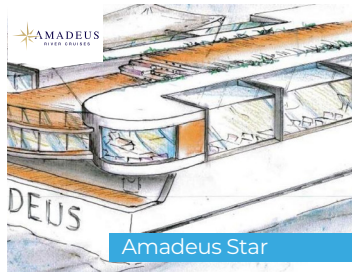
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# NEW RIVER CRUISE SHIPS

## 2019



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Departures: May 10th & September 13th, 2020



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7 Days from £1,395 (Rail)

Departures: May 1st, June 28th & September 12th, 2020



### Five-Star Rhône Cruise 2020

8 Days from £1,595 (Fly)  
8 Days from £1,645 (Rail)

Departures: June 11th & August 27th, 2020



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10 Days from £2,095 (Rail)

Departures: July 24th, 2020



### HOW TO BOOK

[www.GreatRail.com/TravelAgents](http://www.GreatRail.com/TravelAgents) Log in and click on River Cruise  
Or call our Agent Freephone number on 0800 240 4470

For further information, please contact your Business Development Manager or [agencysales@greatrail.com](mailto:agencysales@greatrail.com)

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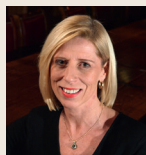


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September 2019

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# CRUISEEXPERTS.ORG

## A-Z

CRUISEEXPERTS.ORG gives CLIA Member Travel agents across Europe access to industry leading resources and event opportunities. Be supported by CLIA's "One Industry, One Voice" community.

### **BROCHURES AND AGENT MATERIALS SEARCH**

The place for sales resources and advice – including CLIA Cruise Line brochures, fact sheets, downloadable guides, newsletters, maps, CLIA reports, presentations and much more.

### **CRUISE DESTINATIONS**

Explore the most popular ports in our Cruise Destination guides with highlights and top tips for each destination.

### **CLIA CRUISE FACT FINDER**

An industry first and your one stop shop for finding those facts like types of electricity sockets onboard, accessibility options, new ships coming soon, and much more. Replacing our fact sheets this really will be a smart way to find those 'need to know' facts.

### **CRUISE LINE & TRAVEL AGENT ASSOCIATE PROFILES**

With these profile pages you can find the latest contact information for your enquiries.

### **CRUISE & SHIP SEARCH**

Now in one simple search you can find the latest itineraries and ship information with smart filters including date ranges, cruise lines, ships, length of cruises and departure ports.

### **CRUISE TV**

Whether it is a cruise line video, a destination piece, an update on the cruise industry, an interview with a key name in the industry or a recording from a CLIA event – you now have one place to come to keep in the know.

### **EVENTS**

A full calendar of our events where you can find out more information and register your place.

### **FIND AN AGENT**

One of CLIA's roles is to help you grow your business, and the most direct way we can do that is via the Find an Agent search, where customers can search for their local CLIA member travel agents, with priority given to those who have achieved certification.

### **FULL PICTURE**

Full Picture is the simplest way to send visuals to your customers' screens in real-time. With extensive content from over 30 Cruise Lines, you can truly bring your conversations to life with your customer using Full Picture.

### **GREATEST JOURNEYS**

Continued investment has ensured that cruising is unbeatable but in our Greatest Journeys submitted by travel agents read first-hand what the travel experience is like from a fellow agent.

### **GUIDE TO CRUISING**

Our cruise guide is here to help you discover everything a cruise holiday has to offer. If you're new to cruising, you'll find helpful tips and the answers to all your cruise related questions.

### **GUEST OPINIONS**

Leading influencers, media and cruise industry professionals share their wealth of cruise knowledge and update on trends and predictions for Cruise.

### **IN THE KNOW**

Submitted by industry leading experts these articles give valuable insights across destinations, travel agent life, top selling tips and sales guides across the world of cruise.

### **LATEST CRUISE NEWS / BLOG**

Find the latest news from CLIA Cruise lines and CLIA announcements that showcase the exciting developments in the world of cruise.

### **SHIP VISITS**

There's no substitute for getting on-board and seeing the product for yourself, so check out our regularly updated list of ship visit opportunities with CLIA Cruise Lines.

### **TOP TENS**

Travel agents share their top ten suggestions on choosing the right destinations or cruise lines or even 10 reasons to love sea days on a cruise.

### **TOUCHDOWN TRAVEL INDUSTRY SERVICES**

This gives you a great way for you, plus your friends and family, to save with travel agent discounts across a wide range of cruises, flights, hotels and other travel services.





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### CLIA WEEKLY NEWS ROUND-UP

Are you keeping up with all the latest news from across the cruise industry? Join the CLIA team every Wednesday for our Weekly News Round-up, a sixty-second snapshot of some of the top news stories. From River to Ocean to Expedition and everything in between, you can even check out our full news report by visiting [cruiseexperts.org](http://cruiseexperts.org). See you next week!

### CLIA ONBOARD

Ever wondered what it's like to hop aboard some of the newest ships in the industry? Your tour awaits! From kitchens to cabins, take a look behind the scenes at the hidden gems and the most exciting experiences you can get up to onboard. Follow us each week across social media by searching for the hashtag #CLIAonboard.



**HEAD TO CRUISEEXPERTS.ORG OR OUR SOCIAL MEDIA CHANNELS**

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Our luxury expedition cruises are designed to inspire people to be curious, explore our planet and become global ambassadors for sustainability.

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Moreover, we distribute a portion of our proceeds to the non-profit National Geographic Society, which has so far awarded over 13,000 grants to scientists, explorers and educators around the world.

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## WEBINAR WEDNESDAYS

- FIRST WEDNESDAY OF EACH MONTH
- TRAINING SESSIONS
- DESTINATION FOCUS

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- RECOGNISING OUR TOP SELLERS



## TRAVEL AGENT RESOURCES

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## GROUP PROGRAMME

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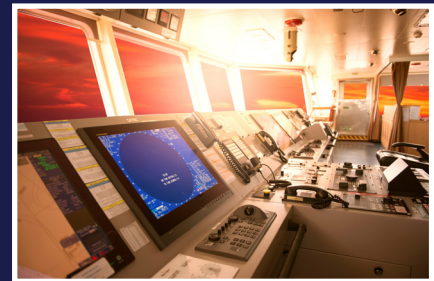


## THE CLIA CRUISE PODCAST

### GO BEHIND THE SCENES OF THE CRUISE INDUSTRY

The CLIA Cruise Podcast launched in 2018 to offer an in-depth analysis, opinions and interviews from across the industry. You can subscribe via [cruiseexperts.org](http://cruiseexperts.org), Apple Podcast or SoundCloud, where the Podcast regularly expands on the content presented in the weekly news round-up.

Each episode consists of several segments discussing industry trends with key figures in the world of cruising, from cruise line executives to journalists, bloggers, influencers and other industry players.



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+  
Complete Both Eastern and Western Mediterranean Destination Modules



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(refer to points guide for online and offline options available)

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3 ship visits you have attended



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+  
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+  
Submit 2 written pieces:  
Top 10 and Greatest Journey

The full list of modules is available at [cruiseexperts.org](http://cruiseexperts.org)

Once you have obtained any CLIA 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.

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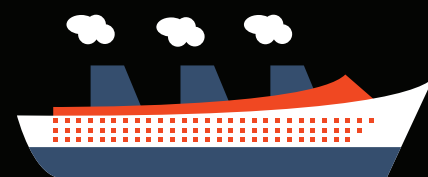
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# CONGRATULATIONS

## CLIA MASTERS CLASS OF 2018



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, 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 2018.

Janice Abbott - The Cruise Village  
 Deana Abbott - InteleTravel  
 Russell Adamson - The Cruise Specialists  
 Sharon Allen - Go Cruise  
 Dinah Alonso-Wilkes - Travel Counsellors  
 Heather Ascroft - The Cruise Village  
 Corinna Ball - LoveitBookit.com  
 Lesley Barham - Baldwins Travel  
 Stephen Bellingham - Travel Counsellors  
 Sarah Bolton - Travel Counsellors  
 Pippa Booker - Fareham College  
 Kevin Booth - GoCruise  
 Mike Brady - Ridings Travel  
 Tom Britton - Marble City Travel Ltd  
 Susan Broad - Triangle Travel  
 Kerry Brown - Newells Travel  
 Lisa Byers - Travel Counsellors  
 Stuart Carlson - Cruise1st  
 David Celino-Stock - Tickets Travel  
 Sally Chilton - Co-operative Travel Ilkeston  
 Naomi Coombes - Woods Holidays Ltd  
 Nicola Cowan - The Cruise Specialists  
 Dianne Cox - Midcounties Co-op Travel  
 Louise Crabtree-Sheldon - Not Just Travel  
 Katherine Doyle - Bawtry Travel  
 Pauline Drain - CruiseGroups  
 Cathy Ellis - Mundy Cruising Plc  
 Helen Fensom - Mundy Cruising Plc  
 Jennifer Ford - Oasis Travel  
 Susan Forsdike - The Cruise Village  
 Brian Gillespie - Oasis Travel  
 Helen Granville - Century Travel  
 Flavia Gray - Cruise.Co.Uk

Louise Halstead - Thomas Cook  
 Tina Hammond - Go Cruise  
 Dan Hammond - Go Cruise  
 Neil Henderson - Cruise Nation  
 Thomas Henderson - Barrhead Travel  
 Elaine Hennessey - The Co-operative Travel  
 Kerry Hewitt - Iglucruise.com  
 Denise Hodgson - Travel The World 2  
 Matthew Horn - Thomas Cook Broughton Park  
 Sara Hussein - Baldwins Travel  
 Barbara James - Cruise Holidays UK  
 Vanya Jenkins - Travel Counsellors  
 Elaine Kane - Eton Travel Agency  
 Carol Kirkham - Kirkham Travel  
 Chrissi Knights - Explorer Travel  
 Lisa Ladds - Thomas Cook  
 Vicky Lewis - Century Travel  
 Sophia Liveras Atallah - Century Travel  
 Meriel Lowe - The Luxury Cruise Company  
 Roisin Mackenzie - The Cruise Specialists  
 Catherine Mackey - Travel Counsellors  
 Louise Magill - Thomas Cook Larne  
 May Malcolm - Barrhead Travel Ltd  
 Nicholas Markham - Nick Markham  
 Joanne Marsh - ROL Cruise  
 Hayley Meades - Mundy Cruising Plc  
 Sophie Muirhead - Planet Cruise  
 Ava North - Cruise.Co.Uk  
 Jessica Nuttall - The Cruise Village  
 Brendan O'Connor - Travelmax  
 Simon O'Neill - Oasis Travel  
 Hennie Opdam - AMONDO  
 Helen Parker - Travel Counsellors

Lyndsay Patterson - The Cruise Village  
 James Pettitt - Curated Escapes Ltd  
 Kathryn Pollitt - Blue Water Holidays  
 Donna Read - Baldwins Travel  
 Kirsty Ricketts - Travel Counsellors  
 Trevor Ridler - Baldwins Travel  
 Alison Roberts - Travel The World 2  
 Peter Ruck - GoCruise by Peter Ruck Ltd  
 Emma Sanger-Horwell - The Luxury Cruise Company  
 Christopher Sheldon - Not Just Travel  
 Eleri Smith - Global Travel Worldwide Limited  
 Jackie Standridge - Spa Travel  
 Elaine Stewart - The Cruise Specialists  
 Richard Terrell - Travel Counsellors  
 Sarah Thelin - GoCruise  
 Bjarne Thelin - GoCruise  
 Neil Torbell - Cruise 118  
 Sharon Trigg - Mundy Cruising Plc  
 Elaine Truesdale - Oasis Travel  
 Zoe Vasilaki - Century Travel  
 Ian Warren - Go Cruise  
 John Watson - Travel Counsellors  
 Peter Wellman - ITC Travel Group  
 Kit Williams - Silver Compass  
 Dawn Wootton - The Cruise Village  
 Helen Worthington - Go Cruise (Woodford)  
 Simon Wright - Treehouse Travel Ltd  
 Amy Wright - Cruise Select



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## THE CLIA WEBINAR SERIES

### THE CLIA WEBINAR SERIES

Our Cruise Lines and Travel Agent Associates provide a wealth of video learning opportunities allowing you to ask live questions to webinar hosts or catch-up again with these online recordings.

The webinars are an exclusive access point to our Cruise Lines and Travel Agent Associates, a perfect training platform to build your business.

### THE CLIA CRUISE BOOK CLUB

The CLIA Cruise Book Club will give a recommendation each month to its travel agent members on a book that highlights a destination that is frequently visited by cruise ships.



## THE CLIA CRUISE BOOK CLUB

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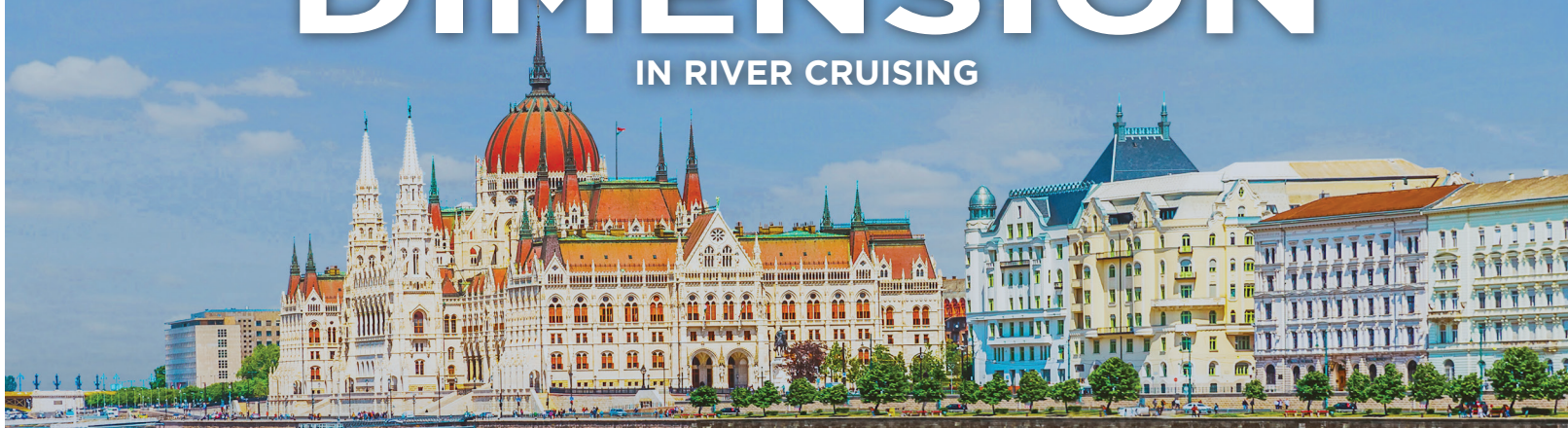
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**CLIA CONFERENCE WAITLIST NOW OPEN**  
Thank you for selling out CLIA Conference 2019, we cannot wait to welcome our delegates next month!  
If you have missed the boat (ship) and didn't manage to secure tickets, please email us as a waitlist is now in operation.

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SilverSea invites like to invite travel agents to a ship visit and lunch on Silver Cloud when the ship is docked in London. There are limited spaces so register your interest early.

**Date:** Tuesday 4th June  
**Time:** 10.00am - 2.00pm  
**Location:** London, Tower Bridge

The event will include a ship tour and the chance to experience the luxury line's fine dining cuisine.

[CLICK HERE TO REGISTER YOUR INTEREST](#)

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On Tuesday 14th May, on the eve of the CLIA Conference, we will be taking part in a charity run to raise money for the Family Holiday Association.

For over 45 years, the Family Holiday Association has provided breaks for UK families struggling with issues such as disability, severe and sudden illness, bereavement, mental health issues and domestic violence.

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### GIVING BACK

When you travel on a NG-PONANT trip you help further the important work of our scientists, explorers, and educators around the world.

National Geographic Expeditions and Ponant are committed to sustaining the character and integrity of each place we visit. Our cruises go above and beyond environmental regulations, using research and innovation to help us minimise our impact.

Moreover, we distribute a portion of our proceeds to the non-profit National Geographic Society, which has so far awarded over 13,000 grants to scientists, explorers and educators around the world.





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