



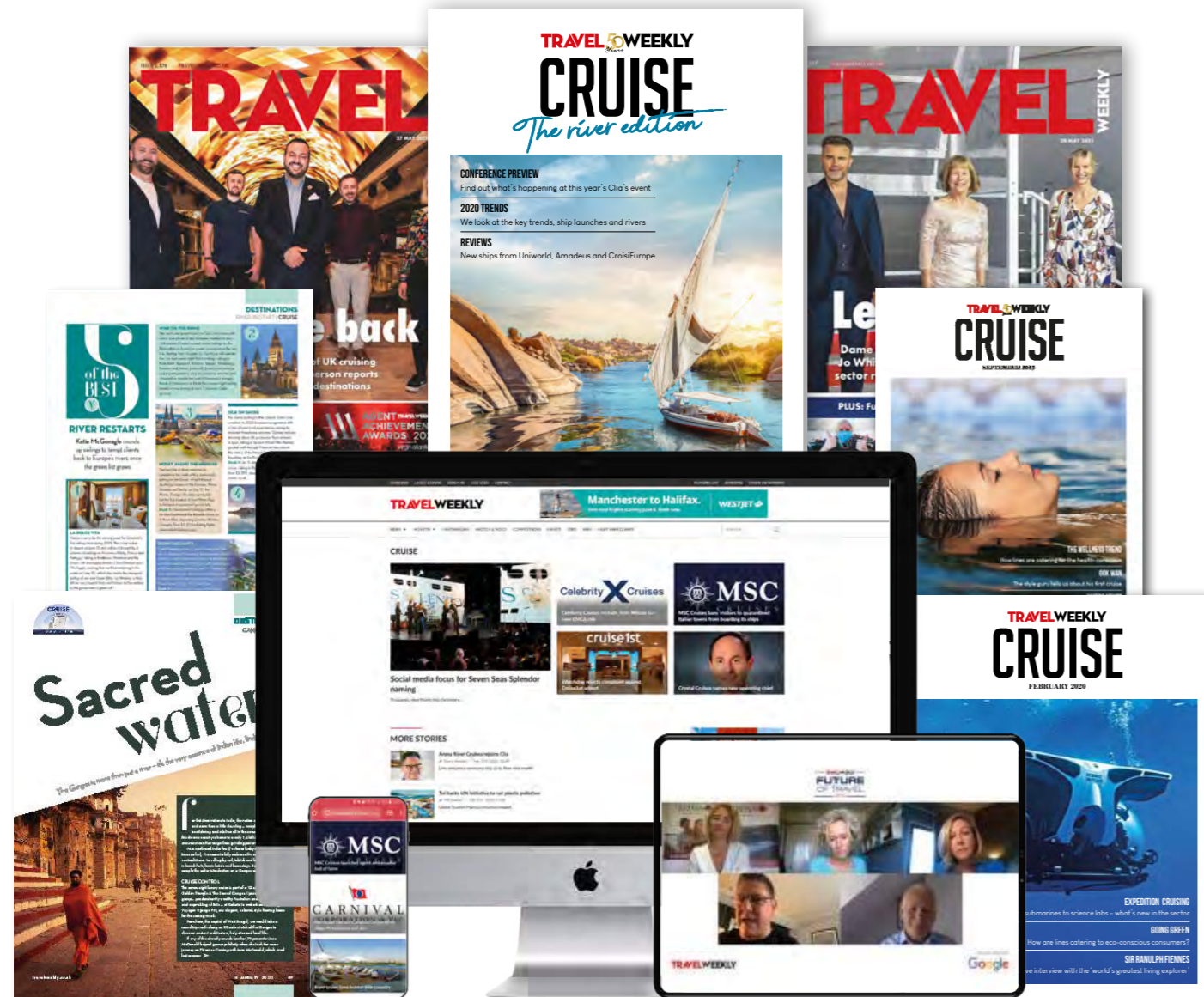
YEARBOOK
2021

TRAVEL WEEKLY

GROUP

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In May 2021 *MSC Virtuosa* became the first ship to sail out of Southampton signalling the restart of domestic cruising, and ushering in a tremendously successful summer of cruise holidays in UK waters. And whilst cruising had been under way in many parts of the world since summer 2020, this was one of the most positive signals to UK holidaymakers that cruising was back.

That summer season has been followed by the restart of international cruising, and so we now turn to the opportunities ahead across the industry and across the world, with plenty of new ships, new onboard innovations and new destinations.

We know that the past 20 months has been extremely challenging for most of the travel industry and the cruise line ecosystem, but our ability to work together and come together throughout that period, both virtually and online, has given many of us the support and interaction that we have needed.

We are delighted that we are now able to come together in person, with events in November and December 2021, and events now in the diary for 2022. Coming together, networking, making new friends and hearing from inspirational, insightful speakers, are really important parts of in-person events, and we can't wait to see you again.

CLIA remains focussed on bringing people together – whether in our interactions with Government and officials, or at our travel agent focussed events – and we are hugely grateful to all of the people who give up their time, share their expertise, and work with the CLIA team for the continued success of the cruise industry.

Special mention to our Executive Committee and members of our Working Groups that have been central to our work over the past 2 years; with special thanks to out-going CLIA UK & Ireland Chair Tony Roberts, who played an incredibly important role in our work towards resumption; and to in-coming Chair, Ben Bouldin.

Thank you all for your support and dedication this year. Here's to a better and brighter 2022.

ANDY HARMER
Managing Director
CLIA UK & IRELAND



WORKING TOGETHER

WORKING TOGETHER TO GET MORE PEOPLE TO CRUISE

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.

We know that the industry is stronger when we all work together with the shared aim of promoting the cruise travel experience.

TRAVEL AGENCY MEMBERSHIP

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.

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.

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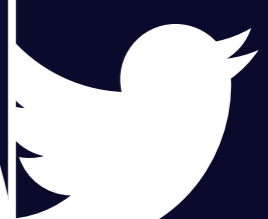
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REVIEW: Round-Britain Cruising



Cruising is buoyed up by a new wave of optimism

Written by
Dave Monk

Boarding a ship again this year was an emotional moment - especially when I stepped into the atrium to the sight and sound of crew welcoming me back to the sea.

From that initial embarkation, on *MSC Virtuosa* - the first ship to leave British shores in May - I've been on four more 'seacations': the maiden voyage of P&O Cruises ship *Iona*, the revamped *Celebrity Silhouette*, tall ship *Golden Horizon* and Sir Richard Branson's new baby, *Scarlet Lady*.

Though all have set sail along the south coast - sometimes on scenic cruises, sometimes to further destinations - they have been very different experiences...



To coin Rod Stewart's famous song, I am sailing

Written by
Jeannine Williamson

"Ladies and gentlemen, this is your cruise director Gene speaking, we are sailing and we are so proud to say we are back."

After the announcement the sound of cheering, applause and the celebratory clink of glasses filled the Sky Lounge on *MSC Virtuosa's* maiden voyage this May. As the line's new flagship shed its mooring ropes in Southampton and marked the restart of cruises in UK waters I wasn't the only one with a tear in my eye.

My last time on water was August 2020, when CroisiEurope became the first river line to open up itineraries to international passengers. But that was almost scuppered when UK quarantine measures were imposed on France the day after my return. Back then, everything felt so uncertain, but with several cruises under my belt so far this year - and more in the offing - I am feeling buoyed up, in every sense, about the industry that is so close to my heart...



As silver linings go, that has to be the most precious one of all

Written by
Sara Macefield

The cobalt sea sparkles enticingly in the sunlight, broken only by a scattering of rugged emerald islands and a pod of dolphins speeding through the waves around our ship like a flotilla of sleek torpedoes. I feel as though I'm in the Caribbean, or at the very least the Aegean, but the distinctive notes of bagpipes drifting on the breeze remind me that we haven't even left the UK.

It's no surprise that the mesmerising beauty of the Scottish Hebrides made it a star performer of this summer's staycation cruises, perfectly showcased during the maiden season of P&O Cruises' new flagship *Iona*. But it wasn't the only one. An unexpected boon of the Coronavirus curse and restrictions on international cruising was that it gave the British Isles a chance to truly shine as a cruise destination like never before



Glitz, glamour and plenty of joie de vivre

Written by
Jane Archer

'It is so good to be back.' The words were spoken with feeling by Izzy, my wonderful butler on *Celebrity Apex*, but frankly they could have come out of the mouths of any of the thousands of people and crew I've sailed with since the great cruise restart this summer.

And what a summer it's been! I've done five cruises around the UK's south coast (who knew Portland was so interesting!) and four hopping around the Greek Isles. Know what's struck me most - apart from how fab it was to be back at sea? How happy my fellow passengers were. Brits, Americans, Europeans. We've all missed cruising so much...

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CRUISE NEWS

BROUGHT TO YOU BY CLIA

NEW WEEKLY NEWSLETTER

BRINGING YOU THE LATEST CRUISE NEWS

Summer 2021 saw a re-design of our weekly eNewsletter, with a greater focus on bringing you a variety of industry news alongside updates from CLIA.

Now presenting 5 top stories from the past week, we aim to become your one-stop-shop to keep you in the know on our fast-moving industry. From ship launches to deployment changes, technology innovations and destination news, we give you the headline and a link to read more from one of our trade media partners.

We also have dedicated sections on CLIA Events, CLIA online resources and occasionally features from our Partners. These allow you to make sure you're making the most of your membership with us - signing up to any new training or networking events we have announced, and accessing the latest resources we've added to cruising.org

The eNewsletters are delivered to your Inbox each Tuesday lunchtime.



EXPERIENCE A WORLD BEYOND

NEW RESOURCES

DESTINATION FACTSHEETS



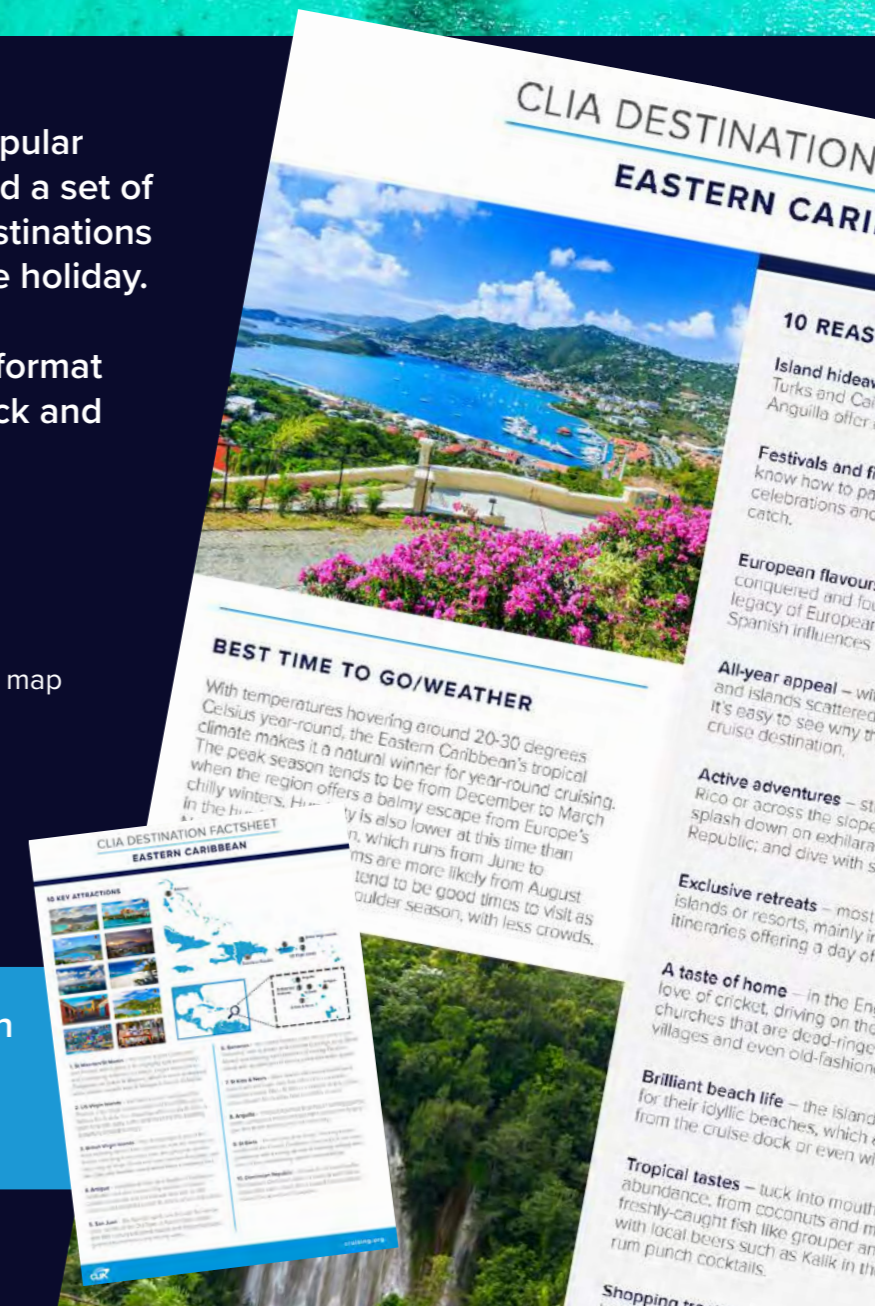
2021 saw the continuation of our popular Destination series, which has created a set of factsheets on the many different destinations that can be visited as part of a cruise holiday.

Each factsheet follows a consistent format and layout, making it perfect for quick and easy reference.

Each factsheet offers sections on:

- Top 10 reasons to cruise there
- The best time to visit
- Top 10 key attractions - including a labelled map of the region
- Top 10 things to know before you go

All the Destination Factsheets can be found online at cruising.org within the *Agent Resources*





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QUEEN VICTORIA

V210N – St Petersburg & Baltic Explorer
16 nights ♦ 24 Apr 2022
with ports of call including Gothenburg, Gdynia, Helsinki and Tallin.
Inside staterooms from £1,899pp

QUEEN ELIZABETH

Q205N – Atlantic Coast & Iberia
7 nights ♦ 13 February 2022
with ports of call to Vigo and Lisbon
Inside staterooms from £549pp

For the latest news and information visit
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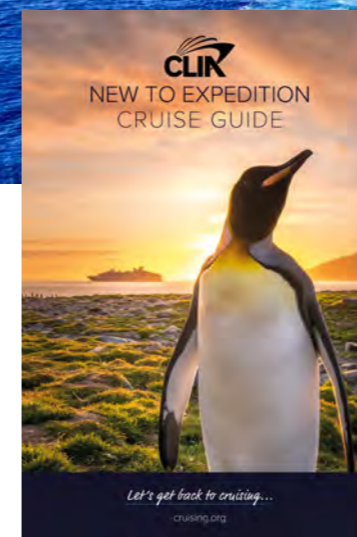
Visit shinerewardsclub.com to access a host of supporting materials and assets for your own marketing from guides to build your own web banners to ready-made window cards.



*Fares shown are based on two adults sharing a stateroom and are subject to change.

NEW RESOURCES

“NEW-TO” GUIDES



CLIA's New-to-Cruise Guide and New-to-River Cruise Guides are popular resources available to all members. The existing ocean-focussed “New-to-Cruise Guide” was fully updated for 2021, ready to support you as we moved into the new year.

Following the recent Luxury & Expedition Showcase in April 2021, CLIA produced a New-to-Cruise guide dedicated to the Expedition sector. With a strong focus on destination, the guide covers the key expedition hotspots and gives you a flavour of what your guests could be looking forward to about each one. Our handy calendar also highlights the seasons of each, so you can offer advice on when best to travel.

The Guide also provides an overview of key elements that guests embarking on an Expedition cruise will need to know – how they will safely and sustainably be visiting some of the remotest locations visited by ship, the kinds of items to consider packing, the onboard cruise experience – and importantly, how it differs from more classic ocean cruising.

All the “New-to” Guides can be found online at cruising.org within the *Agent Resources*

VIRTUAL EVENTS

2021 saw a continuation of many virtual event concepts we had developed in 2020, to make sure we could keep you in touch with CLIA cruise lines and the wider industry.



CLIA Wave Half-Wowers

The latest product updates from our cruise lines, packaged neatly into 30 minutes



CLIA Cruise Takeovers

Early evening interactive sessions, hosted by our cruise lines to give you a flavour of their brand and cruise experiences



CLIA Virtual River Cruise Showcase

March 2021



CLIA Cruise Masterclasses

Insight into cruise marketing and sales technique, hosted by expert guest presenters



CLIA Virtual Luxury & Expedition Showcase

April 2021



CLIA Virtual Ship Tours & CLIA Introduces

Focusing on particular ships or class of ship, including newbuilds on the orderbooks



CLIA Celebration of Cruise Week

May 2021



CLIA Summer School

A season of weekly product updates from our cruise lines. Across our summer term, we welcomed over 24 brands



CLIA Virtual Cruise Destination Showcase

September 2021



River Cruising Expert Panel Discussions

Each session focussing on the USPs of a specific river



Watch back online

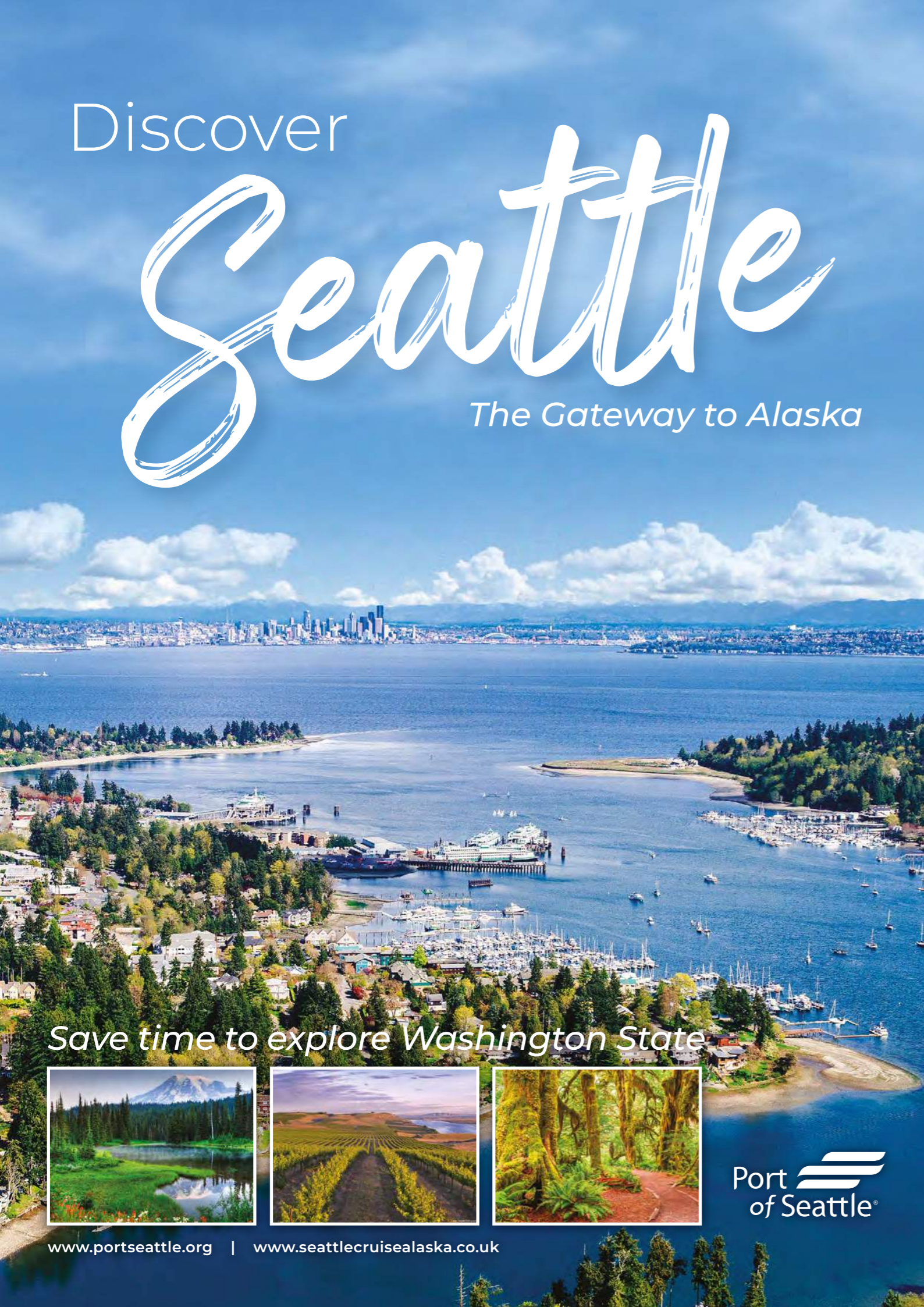
All recordings from these virtual events have been added online to our *Webinars OnDemand* library. A great mix of video content, the *Webinars OnDemand* portal of *cruising.org* allows you to watch back anything you may have missed.

We encourage you to get involved and keep informed. Your CLIA membership and active participation ensure you are at the centre of the cruise industry.

Discover

Seattle

The Gateway to Alaska



Save time to explore Washington State

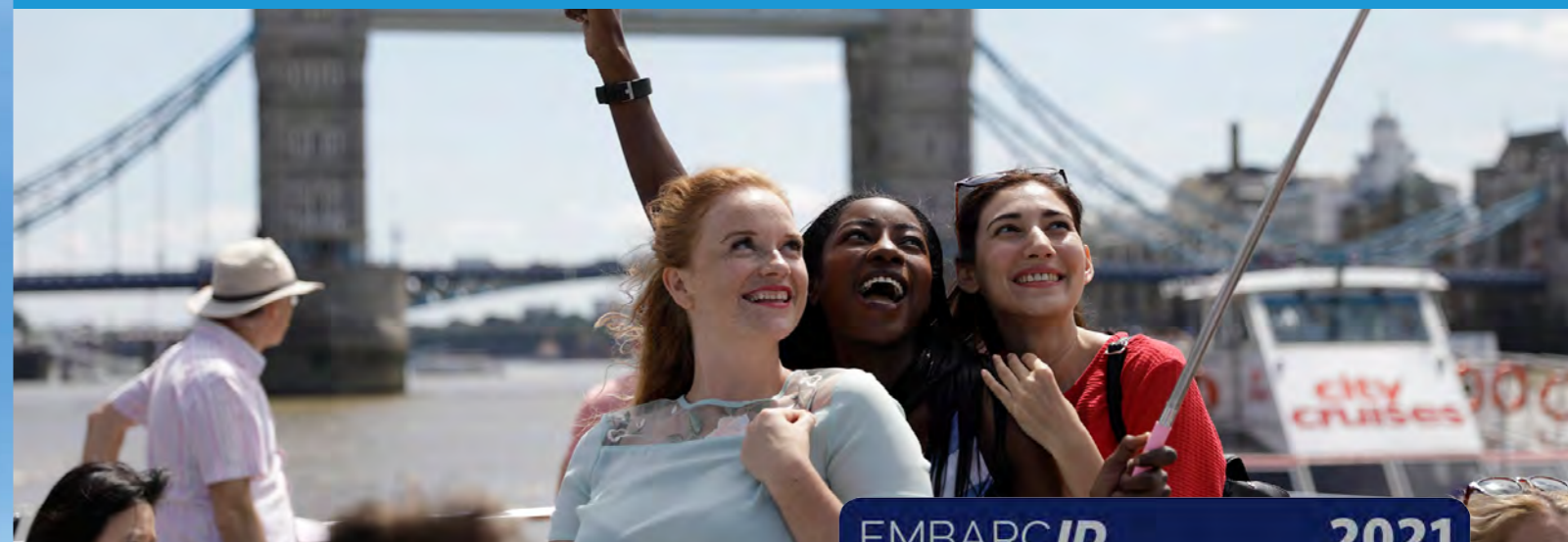


Port of Seattle

www.portseattle.org | www.seattlecruisealaska.co.uk

EMBARCID

NEW FOR 2021



Following our 2020 move to cruising.org, the global website of the cruise industry, all CLIA Travel Agency Members in active 2021 membership have CLIA ID numbers to identify themselves as an Official Travel Agent of the Global Cruise Industry.

In April, we launched the EMBARC ID card program, inviting all members to purchase a physical copy of their EMBARC ID card, which features your CLIA ID numbers, full name and Agency, as well as a passport-style photo.

Alongside receiving the physical ID card confirming your membership status, card-holders enjoy discounted rates when registering for CLIA events, and access to additional benefits from CLIA Partner businesses. All CLIA in-person events will now include an EMBARC ID Prize Draw, exclusively for all EMBARC ID Card Holders in attendance on the day.

THANK YOU TO OUR 2021 EMBARC ID SPONSORS



2022 EMBARC ID cards will be available soon.
For more information please visit cruising.org/en-gb/travel-agent-centre/embarc-id

FUTURE OPPORTUNITIES

WRITTEN BY JANE ARCHER



After the worst 18 months in the history of cruising, with ships around the world forced to stop sailing as Covid spread like wildfire across the globe, it's wonderful to see so many vessels already back in the water – and many more about to get back into service – and demand for cruise holidays back on the radar.

Passengers, starved for all those months of their favourite holiday, are snapping up cruises, not just for next year but 2023 and 2024. Whether new ships, favourite vessels, sailings close to home or around the world, the opportunities for selling cruise is fantastic.

A CRUISE FOR EVERYONE

It is a tribute to the resilience of the cruise industry that despite coming to a complete standstill for so many months, confidence never faltered and new ship order books remain as full as ever. Amazingly, despite the pandemic several new vessels were delivered last year (but only able to start sailing this summer); coming up in 2022, an incredible 17 new ocean-going ships are scheduled to launch.

Of those, four are Polar-class vessels designed to sail the icy waters of the Arctic, Antarctica and Northwest Passage and explore remote destinations such as the Russian Far East and Patagonia. It's an extraordinary number for what traditionally has been a small specialist market but all are much needed to cope with demand from increasingly-adventurous customers looking to travel off-piste.

Next year and beyond will also see numerous new river ships enter service as more travellers discover the joys of travelling through countries on some of the world's greatest waterways. The Danube and Rhine are firm favourites, but there are many more rivers to discover in Europe and further afield.

The Nile in Egypt, back on the radar after many years in the doldrums; the Mekong, blazing a trail through Cambodia and Vietnam; America's legendary Mississippi; the Amazon's wildlife wonderland. Fancy a cruise on Columbia's Magdalena River? Most travellers will not have heard of it but it joins the line-up from late 2023, offering a treat for those looking for new adventures.



In short, the opportunities are massive for agents to increase sales to past passengers and cruise virgins keen to discover new horizons, exotic lands and set foot in remote spots where only a select few have trod.

In luxury too, opportunities are growing. Once the preserve of a few cruise lines, this sector is developing apace with new names entering the market and more layers of luxury being added as expectations increase. Luxury means different things to different people, but whether clients want a small ship that counts passengers in their hundreds, crew trained to anticipate guests' wishes, a choice of dining options or inclusive prices – or all of the above - there is a ship to suit. If your customer's idea of luxury is casual exclusivity, look to the new generation of yachts and sailing ships.



The contemporary cruise lines, so perfect for families, are likewise adapting to meet the expectations of future cruisers. More choice in on-board dining, activities and entertainment, and stepping up service though technology are high on their agenda. Many are also eyeing the luxury market with lavish ship in a ship areas for those who seek exclusivity but are loath to give up the choice only the large resort-style vessels can deliver.



WHERE TO CRUISE

As sales records continue to be broken, fears the pandemic would quash customers' appetite for cruising have proved unfounded. Instead, sailings for 2022 and beyond are flying off the shelves as people make up for months of lockdowns and border closures.

Long and world cruises, especially, have been in huge demand, and with Barbados open for business, and a favorite with Brits, cruise lines are offering more sailings from there to the Caribbean for the UK market, creating opportunities for agents to tap into the cruise-and-stay market. New players and itineraries make Antarctica this winter and next, and Alaska in summer 2022, highly desirable for those with an adventurous spirit.

Closer to home, Greece, the Canary Islands and Northern Europe look set to figure highly in the popularity charts for 2022, as does the UK. This summer's seacations, borne of necessity, were so successful that lines are extending their seasons or returning in summer 2022 with new itineraries to keep the momentum going. These cruises naturally attracted a lot of past passengers; more surprising was the number of first-timers who hopped on board as they were too late to find accommodation in the UK and couldn't travel overseas. If history repeats itself, and it usually does, they will be looking to book their next cruise if they haven't already.



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FUTURE OPPORTUNITIES

THE WOW FACTOR

With everything from a Skywalk ropes course on P&O Cruises' *Arvia* to a suite in a funnel on Disney's *Disney Wish*, there's plenty for cruisers to look forward to on 2022's crop of new ships.

Sybarites are in for a treat on Silversea's *Silver Dawn*, which debuts Otium, a luxurious wellness programme that takes its inspiration from the ancient Roman's love of indulgence, pampering and pleasure. Talking of indulgence, *Celebrity Beyond* will have a new two-storey sundeck for suite guests in the exclusive Retreat and the first at-sea restaurant by Michelin-starred chef and restaurateur Daniel Boulud.

Thrill-seekers can test their mettle on Bolt, a roller-coaster on Carnival Cruise Line's new *Carnival Celebration*, which fittingly enters service on time to 'celebrate' the line's 50th birthday. Back on the *Disney Wish*, splashtacular fun for all the family is promised on AquaMouse, a wild water ride through tubes high above the ship's top decks.



Or how about feeling the force as you plunge 10-storeys on The Drop, the world's first freefall dry slide? It's on Norwegian Cruise Line's *Norwegian Prima*, which pairs lots that's new with NCL favourites such as a go-kart track (but this one is longer than ever and even goes through the ship's funnel) and The Haven, a exclusive spot for suite guests that has moved from the front to the back of the ship and now spans eight decks.

There are more foodie firsts on MSC Cruises' new-look *World Europa* (check out that Y-shaped aft that opens to the sea), which has a vegetarian Chef's Garden Kitchen and Le Pescaderia seafood grill alongside established favourites including Butcher's Cut steakhouse and Asian Teppanyaki grill.

All these are just the tip of the new ship iceberg, which circles neatly back to those four expedition vessels coming out in 2022 with everything from Science labs to helicopters and submarines.

Oceans of opportunity? You bet!





KEY CRUISE LINE CONTACTS

HOW WOULD YOU REIMAGINE CRUISING?

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training: cruising.org



Amadeus River Cruises

e: amadeus@fredholidays.co.uk
t: 0800 035 6411
w: amadeus-rivercruises.com



AmaWaterways

e: agency-support@amawaterways.com
t: 0800 520 2251
w: amawaterways.co.uk/agent-login
training: AmaAcademy via Travel Agent Portal



American Cruise Lines

e: agents@americancruiselines.com
t: 0203 458 5700
w: americancruiselines.com



APT

e: agentclub@aptouring.co.uk
t: 0800 012 6686
w: APTAgentClub.co.uk



Arena River Cruises

e: River@arenatravel.com
t: 01858 438499
w: arenarivercruises.com



Aurora Expeditions

e: agentenquiries@aurora-expeditions.com
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w: auroraexpeditions.com.au/europe-uk-agents



Avalon Waterways

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Azamara

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Sylvia Earle
Aurora Expeditions
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Category: Expedition
Delivery expected: Spring 2022
Sailing: Baja California, Russian Far East, Alaska, Antarctica



Azamara Onward
Azamara
Tonnage: 30,277
Category: Ocean
In Service: Spring 2022
Sailing: Mediterranean



Carnival Celebration
Carnival Cruise Line
Tonnage: 180,000
Category: Ocean / LNG
Class of ship: Excel Class
Delivery expected: Nov 2022
Sailing: Caribbean



Name unconfirmed
Carnival Cruise Line
Tonnage: TBC
Category: Ocean
Class of ship: TBC
In Service: 2022
Sailing: TBC



Celebrity Beyond
Celebrity Cruises
Tonnage: 140,600
Category: Ocean
Class of ship: Edge Series
Delivery expected: April 2022
Sailing: Mediterranean & Caribbean



Disney Wish
Disney Cruise Line
Tonnage: 144,000
Category: Ocean / LNG
Class of ship: Triton Class
Delivery expected: June 2022
Sailing: Caribbean



Emerald Azzurra
Emerald Cruises
Tonnage: 5,175
Category: Ocean
Delivery expected: January 2022
Sailing: Adriatic Coast, Eastern & Western Mediterranean, the Red Sea, Black Sea



MSC Seascape
MSC Cruises
Tonnage: 170,412
Category: Ocean
Class of ship: Seaside EVO Class
Delivery expected: Nov 2022
Sailing: TBC



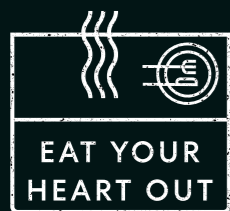
MSC World Europa
MSC Cruises
Tonnage: 205,700
Category: Ocean / LNG
Class of ship: World Class
Delivery expected: Oct 2022
Sailing: Arabian Gulf



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ENTERTAINMENT



GROUP WORKOUTS



BASIC BEVVIES

NEW OCEAN SHIPS 2022



Norwegian Prima
Norwegian Cruise Line
Tonnage: 142,500
Category: Ocean
Class of ship: Prima Class
Delivery expected: August 2022
Sailing: Northern Europe, Caribbean, Bermuda



Arvia
P&O Cruises
Tonnage: 184,000
Category: Ocean / LNG
Class of ship: Excel Class
Delivery expected: Q4, 2022
Sailing: Caribbean



Discovery Princess
Princess Cruises
Tonnage: 145,000
Category: Ocean
Class of ship: Royal Class
Delivery expected: Spring 2022
Sailing: Alaska, California & Mexico



Wonder of the Seas
Royal Caribbean International
Tonnage: 236,857
Category: Ocean
Class of ship: Oasis Class
Delivery expected: March 2022
Sailing: Caribbean and Mediterranean



Seabourn Venture
Seabourn
Tonnage: 23,000
Category: Expedition
Delivery expected: April 2022
Sailing: Northern Europe and Arctic, The Americas, Antarctica.



Vega
Swan Hellenic
Tonnage: 10,000
Category: Expedition
Delivery expected: April 2022
Sailing: Multiple destinations, starting with UK & Northern Europe



Name unconfirmed
Swan Hellenic
Tonnage: 12,500
Category: Expedition
Delivery expected: Q4, 2022
Sailing: TBC



Valiant Lady
Virgin Voyages
Tonnage: 110,000
Category: Ocean / Adult Only
Class of ship: Lady Ships
Delivery expected: March 2022
Sailing: Northern Europe and Mediterranean



Resilient Lady
Virgin Voyages
Tonnage: 110,000
Category: Ocean / Adult Only
Class of ship: Lady Ships
Delivery expected: July 2022
Sailing: Greece and Croatia



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Leiza Sullivan
Regional Sales
Manager – North



Lloyd Morris
Regional Sales
Manager – Central



David Croft
Regional Sales
Manager – South

Call us on **0330 808 8348**
or email us at
agencysales@avaloncruises.co.uk

Connect on social:
f Cosmos and Avalon Trade Team
t @AvalonTradeUK

NEW RIVER SHIPS 2022



A-Rosa Sena
A-ROSA
Capacity: 280 passengers
Delivery expected: May 2022
Sailing: Northern Rhine



Amadeus Cara
Amadeus River Cruises
Capacity: 163 passengers
Delivery expected: June 2022
Sailing: Danube, Rhine, Main, Dutch & Belgian Waterways



American Symphony
American Cruise Lines
Capacity: 175 passengers
Delivery expected: Mid 2022
Sailing: Mississippi



American Serenade
American Cruise Lines
Capacity: 175 passengers
Delivery expected: Q4 2022
Sailing: Mississippi



Polaris
APT Travelmarvel
Capacity: 182 passengers
Delivery expected: Q1 2022
Sailing: Rhine, Main and Danube



Capella
APT Travelmarvel
Capacity: 182 passengers
Delivery expected: Q1 2022
Sailing: Rhine, Main and Danube



Vega
APT Travelmarvel
Capacity: 182 passengers
Delivery expected: Q1 2022
Sailing: Rhine, Main and Danube



Lady Eleganza
APT Travelmarvel
Capacity: 34 passengers
Delivery expected: April 2022
Sailing: Croatia (Coastal)



RV Apsara
APT Travelmarvel
Capacity: 108 passengers
In Service: July 2022
Sailing: Mekong

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Scenic and Emerald Cruises provide a complete 'One-Stop Shop' offering two complementary, award-winning brands designed to make selling cruising plain sailing.

WHY BOOK WITH US?

- Dedicated Trade Team to support with sales, marketing and training
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- 24/7 online booking system
- Unlimited luxury rewards for EVERY booking you make
- Agent Portal with everything you need to help make selling Scenic and Emerald Cruises easy



For information about our award-winning river cruises, training, marketing support and more, contact your local Sales Manager



Joseph Grimley
Director of Trade Sales
Joseph.Grimley@scenic.co.uk

William Young
Sales Manager, North
William.Young@scenic.co.uk

Wendi Hardy
Sales Manager, Central
Wendi.Hardy@scenic.co.uk

Danny Joel
Sales Manager, South
Danny.Joel@scenic.co.uk



NEW RIVER SHIPS 2022



Arena
Arena River Cruises
Capacity: 192 passengers
In Service: April 2022
Sailing: Dutch Waterways, Rhine, Moselle and Danube



Calypso
Arena River Cruises
Capacity: 92 passengers
In Service: May 2022
Sailing: Dutch Waterways, Rhine and Moselle



Emerald Luna
Emerald Cruises
Capacity: 180 passengers
Delivery expected: January 2022
Sailing: Rhine, Main, Danube and Moselle



Spirit of the Danube
SAGA
Capacity: 190 passengers
Delivery expected: March 2022
Sailing: Dutch and Belgian Waterways, Rhine, Danube



TUI Isla
TUI River Cruises
Capacity: 155 passengers
In service: April 2022
Sailing: Dutch & Belgian Waterways, Rhine, Main, Moselle and Danube



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National Travel Agent Day onboard **Celebrity Silhouette** – July 2021

CLIA were delighted to host a group of EMBARC ID card holders onboard **Celebrity Silhouette** in July to celebrate National Travel Agent Day. Attendees were treated to a welcome reception on The Lawn, a ship tour and lunch in the exclusive Blu Restaurant.

CLIA Cruise Week – September 2021

As part of Cruise Week 2021, we were excited to get our agents back onboard for a number of exclusive events:

Royal Caribbean International's **Anthem of the Seas** welcomed a group in Liverpool, with CLIA's Andy Harmer hosting a Facebook Live with CLIA UK & Ireland Chair, VP Ben Bouldin.

Princess Cruises also awarded 30 lucky CLIA Travel Agents the opportunity to sail onboard **Sky Princess** for a 6 night "Seacation" voyage out of Southampton.

We're aware that places on these first "return-to-in-person" events have been extremely limited and we haven't been able to welcome many of our valued members onboard again yet. The appetite to host you onboard is most definitely there, and we will continue to work with our cruise lines to make more opportunities like these available.



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For you the agent:

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- UK reservations team
- Fam trip opportunities
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- Generous group programme
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Travel Agent website
<https://pro-uk.croisieurope.com/login-b2b>



2021 was the year that we invited member agents to become a #RiverCruiseExpert, as we launched the RiverView Program.

The RiverView Program is an additional training opportunity for agents wishing to specialise in the River cruise sector. Enrolment on the Program extends access to two in-depth training courses on European and Worldwide River Cruising – completion of which offers a Certificate of #RiverCruiseExpert status. Members also gain access to additional online resources including detailed river and operator profiles, and receive a monthly eNewsletter dedicated to the River Cruise sector.

2022 will see continued development of our river cruising resources, including our inaugural event on the Danube, welcoming delegates to Hungary's capital, Budapest. The 3-day event will offer two nights of accommodation onboard river cruise ships in attendance and will be dedicated to building knowledge of worldwide river cruising opportunities.



European River Cruising

- Part 1: History, The River cruise market, Trends, Cross-selling, Sales advice & FAQs
- Part 2: Selling European Rivers



Worldwide River Cruising

- Part 1: The Mekong, Yangtze & Nile
- Part 2: The Americas (Mississippi, Columbia & Snake Rivers, Amazon)
- Part 3: Indian Rivers (Ganges & Brahmaputra), Irrawaddy, Chobe & Zambezi and Red River



A LOOK BACK TO THE CLIA CONFERENCE 2019



SELLING CRUISE DAY

THANK YOU TO ALL OUR 2021 EVENT SPONSORS

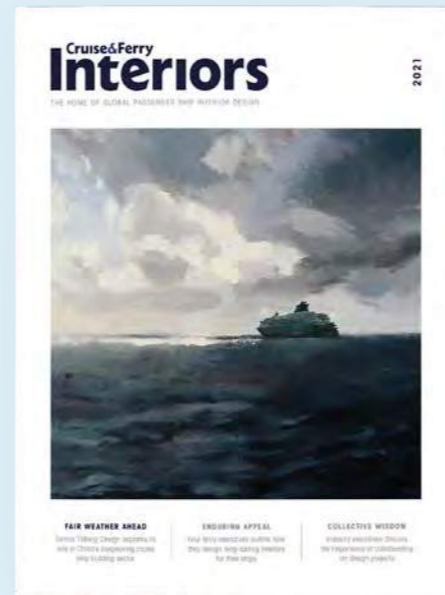
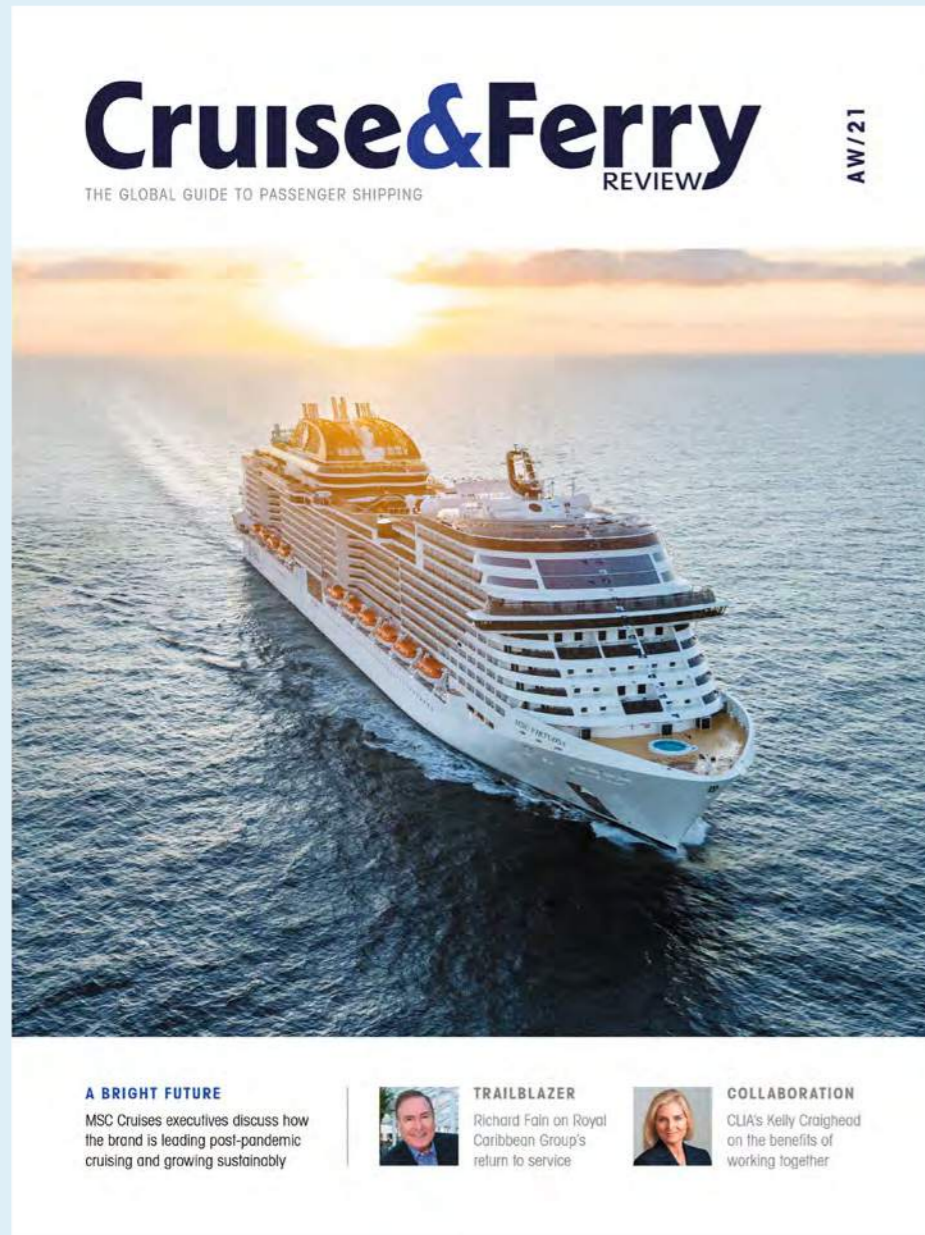


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SUSTAINABILITY

WE'RE ALL IN THIS TOGETHER



Cruise lines are committed to responsible tourism practices and are driving progress on the development and implementation of new environmental technologies for a sustainable future.

Keep these points in mind to help answer any questions your clients may have regarding the cruise industry's efforts.



CLIA cruise lines made the first-ever industry-wide emissions commitment, pledging to reduce the rate of carbon emissions across the industry fleet by 40% by 2030.



CLIA cruise lines have invested more than \$23.5 billion in ships with new technologies and cleaner fuels to reduce air emissions and achieve greater efficiency.



49% of new build capacity will rely on LNG fuel for primary propulsion. Liquefied natural gas (LNG) fuel has virtually zero sulphur emissions, resulting in a 95 - 100% reduction in particulate emissions and 20% reduction in greenhouse gas emissions.



CLIA cruise lines support local economies by bringing guests and crew to their shores and using local services and goods on ships. The industry sustains over 1.17 million jobs and \$150 billion in economic impact worldwide.



While cruise ships comprise less than 1% of the global maritime community, the entire shipping industry benefits from the early adoption of new technologies and practices that did not exist just five to ten years ago. This includes LNG, exhaust gas cleaning systems and advanced water treatment systems.

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- Feast your eyes on the iconic Matterhorn mountain and other amazing views from the Gornergrat mountain railway
- Ride 'the slowest express train in the world' The Glacier Express!
- Relax by the lake in chic St Moritz
- Soak up the breath-taking Bernina Line on the Bernina Express train

GRANADA AND MADRID FROM BARCELONA



Barcelona > Granada > Madrid
5 Days

HIGHLIGHTS:

- Discover the home of Flamenco with a show in Granada
- Explore the gorgeous Alhambra Palace, and learn all there is to know about its layers of history
- Enjoy some delicious tapas on the Plaza Mayor in Madrid
- Visit the vast Prado museum

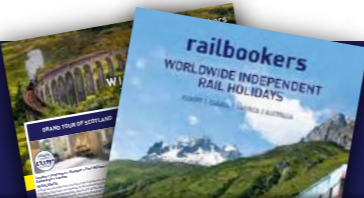
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Venice
5 Days

HIGHLIGHTS:

- Travel to Venice and admire spectacular scenery as you enjoy fine dining and luxury surroundings on the Venice Simplon-Orient Express
- Spend three nights exploring the iconic landmarks and romantic canal ways of Venice



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ONLINE AT CRUISING.ORG



Cruise News & Opinion

Keep up to date with the latest from all CLIA cruise lines. You'll also find cruise related articles supplied by key cruise line contacts, journalists and cruise bloggers.

Digital Brochure Rack

All current brochures published by CLIA cruise lines are available to download, share or print.

Agent Resources

A library of CLIA-produced Factsheets, Guides, Reports and Presentations.

Cruise & Ship Search

Access to an industry-leading Search to assist with finding the right ship and itinerary for your customer.

Cruise Line Contacts

A listing of all key Trade Sales and Business Development contacts you need to grow your business.

Webinars OnDemand

A great mix of video content, including Interviews, panel discussions and CLIA's virtual events, the Webinars OnDemand portal of cruising.org allows you to watch back anything you may have missed.

CLIA Cruise Podcast

Our Podcast library offers a whole host of Audio-Interviews from across the sector and is available to download from all Podcast providers.

New-to-Cruise Guide

All the information at your fingertips specifically developed to assist agents new to the cruise sector.

New-to-River Cruise Guide

Developed specifically to assist agents looking to start selling River Cruise holidays

Sustainability

No industry has a stronger interest in protecting the oceans we sail and the destinations we visit than cruise. These pages explain the work being done by the industry to ensure cruising remains a leading form of Sustainable Tourism.

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20-22 MARCH 2022

Now in its 10th year, the *CLIA RiverView Conference* will expand to host global CLIA Travel Agent members and offer a double-overnight event dedicated to building knowledge of worldwide river cruising opportunities, and showcasing a great variety of product through the support of our sponsors.

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CLIA CERTIFICATION 2021

CLIA offers the only cruise industry certification scheme for travel agents in Europe, where every individual can follow their own e-learning path and gain a cruise Certification.

There are three levels of certification available. These must be completed in sequential order, beginning with The Introduction to Cruise Sales (Accredited status), progressing to Ambassador status and ultimately achieving the Master Certification with us, confirming your status as a true advocate of the cruise industry.

The certification scheme is a great mix of online learning modules, including courses on cruise destinations, sales techniques, the variety of cruise sectors and other topics specifically aimed at boosting your knowledge and expertise to help you grow your cruise sales.

Other elements for certification include the necessity for first hand cruise experience in the form of ship visits and to reach the top level of certification agents are requested to have experienced their own cruise holiday. CLIA membership includes all of the learning modules needed to complete the online part of Certification.



THE INTRODUCTION TO CRUISE SALES (ACCREDITED) Certification

Estimated completion time: 5 hours

- Module 1:** The Foundation of Cruise Sales
- Module 2:** Creating Options for Your Clients
- Module 3:** Recommending & Closing the Sale
- Module 4:** Becoming a Cruise Specialist
- Module 5:** Assessment

AMBASSADOR Certification

Estimated completion time: 10 hours

- Elective Online Modules:** Learners must choose 10 modules to complete from the 27 Destination and Specialist modules available
- Ship Visits:** Learners will be required to register three ship visits to CLIA cruise line ships they have made.

MASTER Certification

Estimated completion time: 20 hours

Elective Online Modules: Learners must choose an additional 15 modules to complete from the remaining 17 Destination and Specialist modules available.

Personal Cruise Experience: Learners will be required to register one cruise holiday (a minimum of 5 nights) aboard a CLIA cruise line that they have taken.

Greatest Journey Blog: Learners will be asked to upload a short cruise-inspired blog, entitled "My Greatest Journey". We suggest a minimum word count of 300 words. The piece can focus on a particular port of call, an activity enjoyed onboard the ship or a particular excursion.



Sharon Trigg of Mundy Cruising named CLIA Cruise Master 2021

The Travel Weekly Agent Achievement Awards were held in September, honouring the efforts of travel agents throughout the most challenging times of 2020 and 2021. Our congratulations went to all winners with special recognition to the recipient of our CLIA Cruise Master Award, Sharon Trigg.

CRUISE TIMES

Read it online at
www.cruisetimes.net

- Exploration of challenges facing the industry
- In-depth analysis of cruise destinations and industry trends
- Expert independent reviews of new ships
- Updates and analysis of newbuild ocean cruise ship orderbook
- Interviews with key cruise industry figures
- Detailed coverage of ocean, river and expedition cruising
- Key topics include: design; health & safety; sustainability & technology

Editor: Frances Gannon
E: editor@cruisetimes.net

Published by: Cedar Productions Limited



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WHAT TO DO NOW?

1 VISIT CRUISING.ORG

Ensure you have an active login, note down your CLIA Agency ID number and browse the unique resources available at your My CLIA Dashboard.

2 JOIN US

Keep an eye on our Events page for all upcoming CLIA events.

3 WATCH BACK

Nearly all past virtual CLIA events can be re-visited from the Webinars OnDemand section of cruising.org.

4 HAVE YOU CONSIDERED CERTIFICATION?

CLIA offers the only cruise industry certification scheme for travel agents in Europe, where every individual can follow their own e-learning path and gain a cruise Certification. Find full details at the CLIA Learning Academy.

5 ALREADY HOLD A CERTIFICATION?

Look out for the Refresher Module in December to ensure you can maintain your achievement throughout 2022.

6 GET SOCIAL!

Follow us across your preferred social media channels (We have a dedicated Agent Facebook Group and we're also on LinkedIn, Twitter and Instagram).

7 TUNE IN

Perfect if you're on the move, our monthly Podcast could be just what you are looking for!

8 PROMOTE YOUR CLIA MEMBERSHIP

Membership confirms your status as an Official Travel Agency of the Cruise Industry – let us know if you need the CLIA logo to add to your website. We would also encourage you to check your Agency listing on CLIA's Agency Finder.

9 ARE YOU A CRUISE CHAMPION?

Our industry leading course is designed to help you to respond confidently to many of the issues and questions that customers may raise. Available online at cruising.org within the CLIA Learning Academy.



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CONGRATULATIONS TO ALL OUR CLIA MASTERS OF 2021

- Alex Norton - Travel Counsellors
- Alexandra Galupa - World Travel SRL
- Alexandre Schwager - Hupla Group Ltd
- Alison Woodrow - Addison Travel Ltd
- Ana Maria Sauer - World Travel SRL
- Andrea Dixon - Broads Travel
- Andreia Voloseniuc - World Travel SRL
- Barbara James - Cruise Holidays UK
- Barry Allaway - GoCruise
- Beverley Boulton - Broads Travel
- Brendan O'Connor - Hays Travel PTC
- Carl Lynch - TLC Holidays
- Carmen Ciuchi - World Travel SRL
- Carol Kirkham - Kirkham Travel
- Caroline Brotherton-Ratcliffe - Iglucruise.com
- Caroline Jenkins - Travel Counsellors
- Caroline Treleaven - Travel Counsellors
- Catherine Mackey - Travel Counsellors
- Christie Double - Panache Cruises
- Corinna Ball - LoveltBookIt.com
- Craig Gibson - GoCruise
- Dana Kadarova - Ahoy Family Travel
- Daniel Hammond - GoCruise & Travel
- David Celino-Stock - Tickets Travel
- David Tewkesbury - D4B Travel
- Debbie Hill - The Perfect Escapes
- Denise Hodgson - Travel The World 2
- Denise North - InteleTravel
- Diane Ware - The Travel Village Group
- Dianne Cox - Midcounties Co-Operative
- Dinah Alonso-Wilkes - Travel Counsellors
- Donna Brown - Inteletravel
- Donna Golland - Ocean Vacation
- Elaine Meyrick - InteleTravel
- Eleri Smith - Global Travel Worldwide Limited
- Emma Sanger-Horwell - Wexas Travel
- Fiona Sarre - Travel Counsellors
- Gail Albert - All Aboard Ship Ahoy
- Gail Stevens - 'Your Destiny' Travel
- Gaynor Davies - Chester Travel Connection
- Gill Simpson - Gill's One Stop Travel Shop
- Gurie Lonsdale - Not Just Travel
- Hayley Meades - Mundy Cruising Plc
- Heather Ascroft - The Travel Village Group
- Helen Downie - Saltire Travel1
- Helen Mahy - InteleTravel
- Helen Smith - GoCruise & Travel
- Helen Worthington - GoCruise
- Hennie Opdam - Amondo
- Iain Lunt - Barrhead Travel
- Ian Le-Fevre - Travel Counsellors
- Ian Warren - GoCruise
- Ian Weir - Swords Travel
- Iliyan Ivanov - TourMarketing
- Jacqui Ridler - Paragon Plus Ltd
- Jacqui Standridge - Spa Travel
- James Pettitt - Curated Escapes Ltd
- Janice Black (Abbott) - The Travel Village Group
- Jennifer Ford - Cruise Beyond (Oasis Travel)
- Jenny Cookman - Travel Counsellors
- Jessica Aspin - Travel Counsellors
- Joanne Fellows - InteleTravel
- Joanne Marsh - ROL Cruise
- Jonathan Howitt - The Cruise Room
- Julie Frater - CruiseFraterPoultons
- Karen Wright - Go2Gate Travel
- Katherine Doyle - Bawtry Travel
- Kathryn Pollitt - Blue Water Holidays
- Katrina Smith - Travel Counsellors
- Kerry Elgey - Inteletravel
- Kerry Hewitt - Iglucruise.com
- Kevin & Ann Booth - GoCruise
- Kit Williams - Silver Compass
- Laraine Angel - Spear Travels
- Laura Muscalu - World Travel SRL
- Lisa Byers - Travel Counsellors
- Lisa Croke - Marble City Travel Ltd
- Lisa Naylor - Dart Travel
- Lizzie Adamson-Brown - Travel Counsellors
- Lyndsay Patterson - The Travel Village Group
- Lynn Boardman - Kyle Travel Services
- Megan Ladle - TUI
- Meriel Lowe - Wexas Travel
- Michael Powell - Michael Powell Consultants
- Nadine Cahill - Rainbow Travel with Nadine
- Naledi Repaja - Travelbooking247
- Neil Adamson - The Cruise Specialists
- Neil Henderson - Cruise Nation
- Nobengazi Qayiso - InteleTravel
- Paige Collett - Serenity Holidays Ltd
- Paul Dobson - Merlin Travel Group
- Paula Llewellyn - Whitefeather Travel
- Rebecca North - Cruise.Co.Uk
- Rhys & Jane Bowen - GoCruise
- Richard Terrell - Travel Counsellors
- Robert Huish - Rob's Travel Adventures
- Russell Adamson - The Cruise Specialists
- Sara McDonald - Independent Travel Agent
- Sarah Bolton - Travel Counsellors
- Sharon Allen - GoCruise
- Sharon Trigg - Mundy Cruising Plc
- Simon Wright - Treehouse Travel / Duckling Cruises
- Stacey Kennedy - The Cruise Specialists
- Stephen Bellingham - Travel Counsellors
- Stuart Carlson - Cruise1st
- Susan Broad - Triangle Travel Ltd
- Susan Forsdike - The Travel Village Group
- Susan Stevenson - Travel Counsellors
- Tammie Richards - Treasured Travel
- Tania Carvalho - Blue Haven Escapes
- Tina Hammond - GoCruise & Travel
- Tracey Weller - Baldwins Travel
- Trevor Ridler - Baldwins Travel
- Vidya Kesavan - Vidya's Travel Hub
- Walter Colijn - Travel Counsellors
- Zoe Lee - Century Travel (Paphos)



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"It meant literally 'a break away' from the daily struggles of life. I was in a black cloud and for the first time in many years I began to feel normal on the holiday. This break was a turning point for me and I found myself having fun, which I didn't believe could happen. This helped my relationship with my daughter and we enjoyed many things together"

Your donations, hard work, and participation make the world of difference to the families we support. With more than £30,000 raised to date, that's over 600 days out for families who otherwise would never get the opportunity.



FROM ALL OF US AND THEM, THANK YOU!



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