

# YEARBOOK 2020





# STAY CONNECTED

With CLIA membership you are part of the world's largest cruise community, allowing you to keep up to date with the latest industry news through exclusive online resources and events, created exclusively for CLIA travel agent members.

Hear from industry experts in the **CLIA Cruise Podcasts** and **Webcasts**, learn about sector changes and put your questions forward in the **CLIA Live Webinars** and join our **Virtual Showcase events** where engaging speakers share sector updates and inspiring sales advice alongside the chance for virtual networking.

CLIA also provides a host of exclusive online resources, providing agents with current industry insight, trends and statistics.

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# HELLO THERE

Welcome to our 2020 Yearbook. Usually, CLIA Yearbooks reflect on all positive news from the cruise industry and the milestones achieved over the previous twelve months, but of course this year things are rather different, to say the least.

2020 has been, without a doubt, the most challenging year for travel and it is clear just how many people working in our sector are struggling during these difficult times.

We know that travel agencies have been on the frontline of this challenge, working around the clock to provide as much help as they can to their clients, whilst also trying to keep their businesses on track.

Back in March, CLIA cruise lines voluntarily suspended operations across the globe. The cruise industry has since dedicated its time to identifying unprecedented measures that will help protect the health of passengers, crew, and the public when sailings resume. CLIA has been working collaboratively with industry partners, national governments, leading scientists, and health authorities to develop strict protocols to be implemented as part of a phased-in, highly controlled resumption of operations, like we've seen with successful initial sailings in Europe.

As the world continues to learn more about COVID-19, CLIA will continue to work with prevailing experts to develop protocols to ensure the safe resumption of cruising.

Because the situation we are currently in is so fluid, the best way to keep up with the latest updates on resumption, protocols and CLIA news is on [cruising.org](https://www.cruising.org).

On behalf of CLIA, we'd like to thank you all for your support and dedication to our great industry. Here's to a better and brighter 2021.

A handwritten signature in dark ink, appearing to read 'Andy Harmer'.

**ANDY HARMER**

Senior Vice President of International Travel Trade Membership & 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.

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.

## 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.

[CRUISING.ORG](https://www.cruising.org)

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# CLIA CRUISE LINES & RIVER CRUISE OPERATORS



is the only association that brings together ocean cruise lines and river cruise operators with travel agents and the wider cruise community.

The association has 15 offices globally with representation in North and South America, Europe, Asia and Australasia. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment. CLIA cruise line members represent more than 95% of the world's cruise lines, 15,000 travel agencies and 25,000 travel agent members globally, along with cruise line suppliers and partners, including ports & destinations, ship development, suppliers and business services.

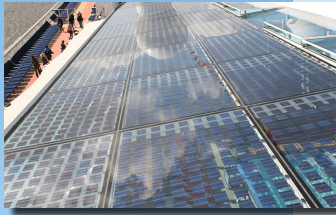


*"We must work together now in order to safeguard our planet for today, tomorrow and the generations of the future."*

Cruise lines work hard to continuously advance their sustainability efforts, decrease their environmental impact and abide by responsible tourism practices.

These are five key steps CLIA cruise lines have taken to ensure that we are working towards a more 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 \$22 billion** in the development of new energy-efficient technologies and cleaner fuels.



44% of the new ships being built currently 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.

FOR MORE RESOURCES HEAD TO  
[CRUISING.ORG](https://www.cruising.org)



CLIA  
#NEXTGENERATION  
CONFERENCE 2019



## CLIA CONFERENCE 2019

### MAY 2019 - SOUTHAMPTON / PORTSMOUTH

May 2019 saw the annual CLIA Conference, taking place over three days in Southampton and Portsmouth.

Delegates heard from industry experts in inspiring business sessions and enjoyed ship visits on Celebrity Edge, MSC Preziosa and Queen Mary 2. Delegates were also treated to spectacular entertainment courtesy of Cunard and Princess Cruises. The CLIA Conference 2019 was a record-breaking year, with over 700 delegates in attendance – the highest number since the Conference began 13 years ago.

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



#### SPECIAL GUESTS

Our travel agent audience were very excited to welcomed our very special surprise guest, Sir Richard Branson



#### 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

# RIVER CRUISE CONFERENCE

## NOVEMBER 2019 - AMSTERDAM

Last year's CLIA River Cruise Conference took place in Amsterdam across two days in November.

The event included five river ship visits and delegates stayed overnight onboard A-ROSA's A-Rosa Flora or CroisiEurope's MS Douce France.

The Conference includes a full day of conference sessions and a trade fair, offering a fantastic opportunity for agents who are serious about building their river cruise business and want to learn more about the diverse and exciting sector.



Find out more by contacting a member of our fantastic team:



# Wendy Wu Tours

[wendywutours.co.uk](http://wendywutours.co.uk)

**V**oted the Best Small Holiday Company to Southeast Asia at the 2019 British Travel Awards, Wendy Wu Tours is proud to announce a brand-new cruise venture for 2020. The state-of-the-art, four-star Victoria Mekong will be one of the first ships to cruise out of Can Tho, the Mekong Delta's largest city. While offering an exclusive new route and excellent on-board facilities, Victoria Mekong promises passengers authentic local experiences both on and off

the ship, as well as maintaining positive eco-credentials for the environmentally conscious world traveller. Here at Wendy Wu Tours, we have taken the Victoria Mekong's innovative three and four-night itineraries and built some of our most popular Southeast Asia tours around them. Ranging from an introductory tour of southern Vietnam and Cambodia to an in-depth journey through Indochina, each itinerary offers the perfect showcase for the countless treasures of this delightful region.



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- Fine dining restaurant
- Dedicated allocation of single cabins
- Accompanied group travel arrangements from the UK
- Enriching guest speaker programme



# CLIA EXPEDITION FORUM

## MARCH 2019 - LONDON



Our first-ever Expedition cruise forum, free to travel agent members, offered the opportunity from agents to meet with expedition cruise companies to learn about the latest products, news and developments.

Delegates listened to insightful commentary from two of the most well-known names in destination exploration, Monty Halls and Robin West, along with trend talks and presentations from expedition cruise experts, bringing the exploration destinations and experiences to life.

Packed with useful and insightful information, the Expedition Cruise Forum aimed to help agents feel knowledgeable and confident when selling expedition cruises.





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CLIA Cruise360, open to travel agent members across Europe, took place in Valletta, Malta, for two days at the end of October.

The event was the second Cruise360 to be staged in Europe, with the inaugural hosted in Copenhagen in 2017. CLIA Cruise360 offers the opportunity for professional development through conference sessions, ship visits, networking, and seminars on the latest industry trends.

Cruise360 Malta offered a panoramic view of the cruise industry, as delegates were able to visit three of four ships: Holland America Line's Koningsdam, Seven Seas Voyager, Azamara Pursuit and Celebrity Edge; enjoy a gala dinner with entertainment, and explore the beautiful & popular cruise port.



# CRUISE TIMES



Read it online at  
[www.cruisetimes.net](http://www.cruisetimes.net)

- In-depth analysis of cruise destinations and industry trends
- Expert independent reviews of new ships
- Updates and analysis of newbuild ocean cruise ship orderbook
- Exploration of challenges facing the industry
- Interviews with key cruise industry figures
- Detailed coverage of ocean, river and expedition cruising
- Essential reading to understand the cruise industry

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## CRUISE NORWAY

The Ultimate Nature-based Cruise Destination

Photo: north cape / Trym Ivar Bergsmo / VisitNorway.com



Preikestolen in Stavanger / Casper Tybjerg / VisitNorway.com



Photo: Casper Tybjerg / VisitNorway.com



Photo: Oslofjord / Johan Berge / VisitNorway.com

Welcome to Norway, the ultimate nature-based cruise destination. Our long and spectacular coastline with glaciers, deep fjords, steep mountains and green valleys, offers unique opportunities for cruising in all seasons. Norway has vibrant cities, picturesque villages, unique islands, the North Cape and Arctic Svalbard. Come to Norway, the friendliest of countries, be inspired by the spectacular Northern Lights and experience the amazing Midnight Sun! See it all for yourself, - it will be the voyage of a lifetime!



CLIA UK & IRELAND  
**IRELAND CRUISE  
 CONFERENCE**  
 DUBLIN

# IRELAND CRUISE CONFERENCE

## NOVEMBER 2019 - DUBLIN



In November 2019, we hosted our first-ever Ireland Cruise Conference, created exclusively for Irish travel agents. Over 80 Irish agents attended the full-day conference, which took place in Dublin.



The inaugural event included conference sessions where delegates heard from travel experts including Patrick Ayree, biologist and TV presenter and Tony Roberts, Princess Cruises vice president UK & Europe and Chair for CLIA UK & Ireland, as well a trade fair giving agents the chance to meet with cruise lines face-to-face.



The event was a roaring success and CLIA hope to make the Ireland Cruise Conference an annual occurrence.



# WHAT A DIFFERENCE YOU MAKE

Thanks to **your wonderful support** over the last year, you have raised enough funds to send hundreds of 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.





## CYCLE TO THE BALL

### DECEMBER 2019



CLIA's 'Cycle to the Ball' fundraising event helped send 200 struggling families on a well-deserved break from home, through non-profit organisation Family Holiday Association (FHA).

Fundraising efforts which saw thirteen travel professionals take to the saddle to cycle between a 64-mile or 82-mile ride saw donations flooding in to help raise money for the FHA.

The cyclists started their journey in Hampshire and rode west towards the De Vere Cotswolds Water Park Hotel in Gloucestershire for the CLIA Cruise Forum and Winter Ball.

Family Holiday Association provides breaks for UK families with issues such as disability, severe and sudden illness, bereavement, mental health issues and domestic violence.

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the views.*

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Regional Sales  
Manager – North



**Lloyd Morris**  
Regional Sales  
Manager – Central



**David Croft**  
Regional Sales  
Manager – South

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## CLIA FORUM & WINTER BALL DECEMBER 2019 - THE COTSWOLDS

The annual CLIA Cruise Forum and Winter Ball returned in 2019 to the De Vere Cotswold Water Park.

The Cruise Forum was a chance to reflect on the year – with speakers including Andy Jefferson of A&G Jefferson, Ted Young of the Metro Newspaper, and CLIA Chairs Phil Nuttall (Travel Agent Advisory Council) and Tony Roberts (Executive Committee).

The CLIA Winter Ball followed, with a Gala Dinner that celebrated the best of the festive season, and naturally drew an end to the year of cruise. Over 350 people celebrated the successes of 2019, as Travel Weekly’s Lucy Huxley and CLIA’s Andy Harmer compered the evening in true Christmas spirit.

We congratulated the efforts and achievements of our “Cycle to the Ball” riders who braved the elements as they cycled between 50 - 90 miles to attend the event, raising sponsorship for the brilliant work of the Family Holiday Association.



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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.

**AVAILABLE TO DOWNLOAD FROM APPLE PODCASTS, SOUNDCLLOUD.COM OR SPOTIFY**



## CRUISE EXCELLENCE AWARDS DECEMBER 2019 - THE COTSWOLDS

CLIA announced the winners of the annual Cruise Excellence Awards at a ceremony at its Cruise Forum and Winter Ball.

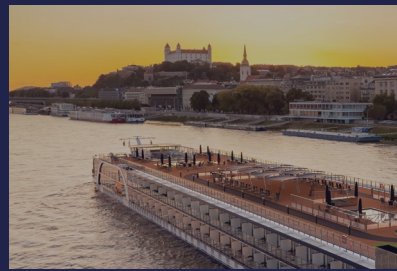
The annual Cruise Excellence Awards recognises the passionate individuals and businesses who are dedicated to supporting the growth of the cruise industry. The ceremony celebrates the many travel agents dedicated to growing the UK and Irish cruise market, which last year saw more than two million cruises taken for the first time. These travel agents work tirelessly to not only ensure their clients go on holidays of a lifetime, but also to reach new-to-cruise guests by showing that there truly is a cruise for everyone.

Congratulations to all our 2019 winners:

- Rising Star Award - **Delmar World**
- Cruise Advocate of the Year - **Paul Hardwick - Fred. Olsen Travel**
- Cruise Manager of the Year - **Mandy Shillito - Miles Morgan Travel**
- Innovation Award - **Fahy Travel**
- Online Travel Agency of the Year - **Cruise1st**
- High Street Travel Agency of the Year - **Miles Morgan Travel**
- Travel Agency of the Year - **Hays Travel**
- Travel Agent Advisory Council Chair's Award - **Dawn Quinn**
- Outstanding Contribution to the UK Cruise Industry - **Robin Deller**



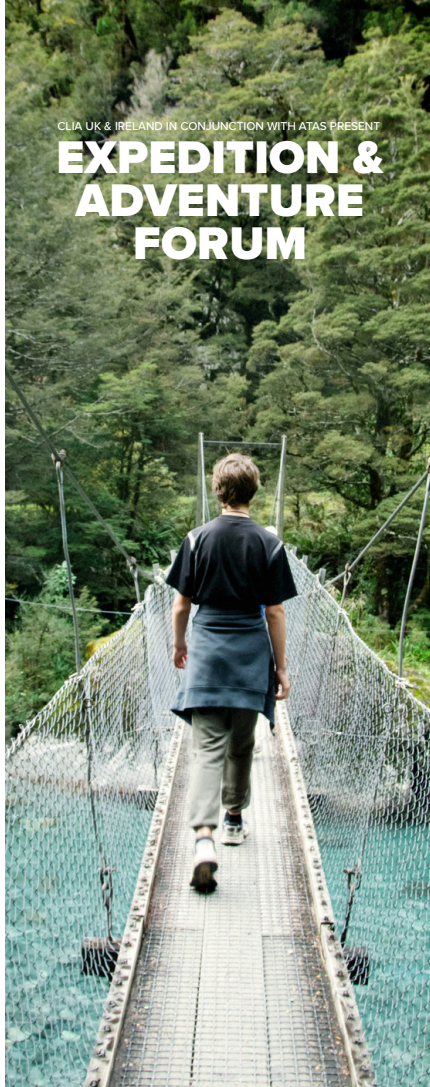
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NEW CERTIFICATE PROGRAM  
NEW UNIQUE RESOURCES  
NEW FLAGSHIP EVENTS



CLIA  
RIVER*view*  
PROGRAM

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BRINGING THE RIVER CRUISE COMMUNITY TOGETHER



CLIA UK & IRELAND IN CONJUNCTION WITH ATAS PRESENT  
**EXPEDITION & ADVENTURE FORUM**

# EXPEDITION & ADVENTURE FORUM

## MARCH 2020 - MANCHESTER



We were delighted to host this new event for 2020 - the CLIA & ATAS Expedition and Adventure Forum. This full day event was packed with useful and insightful information, combining presentations and commentary from experts in the world of Expedition and Adventure cruising with face-to-face networking and business sessions.



The event welcomed a wide variety of sponsors including Expedition cruise operators, River Cruise operators, Expedition-focussed Tour Operators and key Destinations – and keynote sessions were delivered by Katie McGonagle of Travel Weekly and Patrick Aryee, Wildlife TV presenter. The concept of this event grew from a collaboration between CLIA, Travel Weekly and ATAS – and offered CLIA Agents the chance to capitalise on the growing popularity of the sector.





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those you have yet to meet,  
and places you have yet to explore.



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# MEYER WERFT – EXCLUSIVE SHIPYARD VISIT

## MARCH 2020 – PAPENBURG, GERMANY



We were excited to provide this exclusive opportunity for Travel Agent and ChooseCruise Club Members to visit the world-famous Meyer Werft shipyard in Papenburg, Germany.



The visit included a welcome from representatives of the Shipyard and a Guided tour of the extensive Visitor Centre. There were three ships under construction at the time of our visit - P&O Cruises (Iona), Royal Caribbean International (Odyssey of the Seas) and Saga (Spirit of Adventure) – offering delegates the chance to see ships at 3 different stages of construction. Delegates enjoyed complimentary return coach transfers from Amsterdam and a hosted Dinner at a local Restaurant with views of the Shipyard.





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# 2020

## **VIRTUAL ACTIVITY**

As it became clear the opportunity for us to host our member agents in-person was fading, CLIA rose to the challenge and developed a range of virtual alternatives which allowed us to share key messages, keep our members informed and maintain visibility of our Cruise Lines and River Cruise Operators.

# SPRING WEBCASTS

Our first virtual activity was based around a series of Spring Webcasts. Covering the Expedition, Luxury and River sectors of cruise, each offered a mini-series of sessions spread across a week, with the content also forming the basis of our CLIA Cruise Podcast:



## River Cruise Webcast

April (1 session)

Andy Harmer and Lucy Huxley shared insight from some of the leading figures of the global river cruise industry.



## Expedition Cruise Webcast

18 – 22 May (5 sessions across a week)

Featuring Robin West (Seabourn), Captain James Griffiths (SCENIC), Mark Spillane (Crystal Expedition Cruises), Vladislav Saveliev (Ponant), and our Expert Panel including Peter Shanks (Silversea), Jonny Peat (Celebrity Cruises) and Aishling McLoughlin (Hapag Lloyd Cruises).



## Luxury Cruise Webcast

15 – 19 June (5 sessions across a week)

Exploring luxury customers, trends and behaviours with Paul Charles (CEO, The PC Agency), Peter Shanks (Silversea), Walter Littlejohn (Crystal River Cruises), Edwina Lonsdale (MD, Mundy Cruising), Chris Austin (Seabourn) and an expert Panel - Chris Townson (Uniwold Boutique River Cruises), Iain Powell (Saga) and Bernard Carter (Oceania Cruises).

IN ASSOCIATION WITH **TRAVELWEEKLY**



## #CLIA TALKS

Our more informal series of #CLIA Talks interviews were recorded throughout the year and offered key figures from the cruise industry an opportunity to catch up with CLIA's Andy Harmer for a recorded video chat. Shared across social media and in our eNewsletters, these popular clips celebrated the much loved individuals behind the brands.

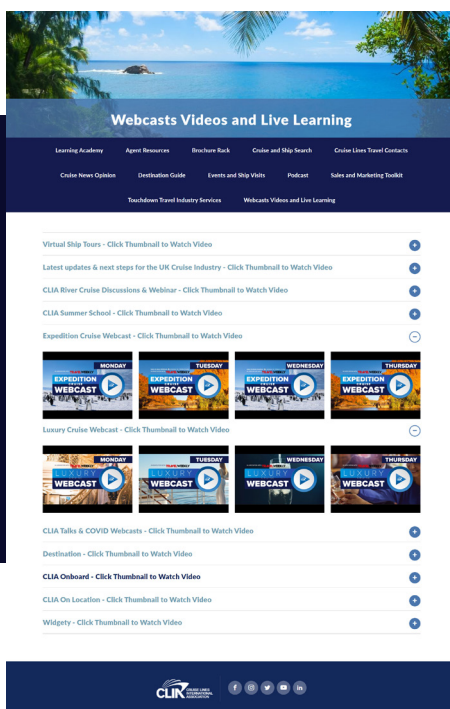
Across the year so far, we have recorded over 25 interviews, each an average of 15 minutes – with guests ranging from Cruise Lines and River Cruise Operators to Port authorities, News and Trade Media, CLIA Experts and Travel Agent Partners. To ensure we maintained a global perspective, Andy spoke with leaders from across Global CLIA Regions – North America, Australasia, Europe and the UK.



Summer 2020 saw the introduction of a new virtual training concept, CLIA's Summer School. These hour-long virtual classroom sessions enabled our Cruise Line and River Cruise Operators to provide a live product update directly to our agent attendees via an online platform.

Held live across July and August, we offered 12 sessions, bringing you product updates from over 25 cruise brands, and a number of complementary sales-focused sessions, including:

- Getting your customer fully onboard
- Sales and Positivity
- Selling Destinations
- Expert Panel Discussions on River Cruising and Family Cruising



## Watch back online

Recordings of previously recorded content can be found online at [cruising.org](http://cruising.org), within the “Webcasts, Videos and Live Learning” section of the website.

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.

## Industry Updates

As we moved into the Autumn, focus turned to the future, and looking towards the safe resumption of cruising. The River Cruise sector had been seeing a gradual, phased-in approach to the resumption of cruise operations across Europe from mid-Summer. The Foreign & Commonwealth Office (FCO) updated its advisory regarding cruise ship travel to exclude river cruise, and our subsequent river focussed events discussed these important changes.

Later in the Autumn, the UK Chamber of Shipping, in collaboration with CLIA, published Framework documents which identified and provided recommendations on the resumption of cruise ship operations from the UK in the context of COVID-19. Around the same time, CLIA ocean cruise lines worldwide had agreed to conduct 100% testing of passengers and crew on all ships with a capacity to carry 250 or more persons—with a negative test required for any embarkation. This was a travel industry first and an example of the cruise industry leading the way.

## Next Steps for the UK Cruise Industry

Tuesday 6 October and Tuesday 27 October

CLIA hosted two sessions in October focusing on the Next Steps for the UK Cruise Industry. These sessions were supported by experts from Silversea, Ponant, Marella Cruises, Royal Caribbean, Carnival UK and MSC Cruises.



## New to CLIA Webinar

Wednesday 7 October

CLIA hosted a webinar to welcome a number of new Cruise Lines and River Cruise Operators joining the CLIA family - Swan Hellenic, Tradewind Voyages & Vodohod Russian River Cruises. Speakers from each introduced their brand, and shared information on what we could look forward to in 2021.



## Global River Cruise Webinar

Monday 12 October

One of our first Global virtual events, the Global River Cruise Webinar welcoming listeners from Australasia, North America and Europe for an hour-long session covering the resumption of river cruising, life onboard, and the river cruise experience. Our River Cruise Operators had worked collaboratively in advance of the session to create a video that was premiered during the Webinar, "Planning our Return to the Rivers". Leading figures from across the sector came together to talk about what guests can expect on their next holiday.

## Virtual Cruise Forum

Thursday 29 October

In place of our annual December event, we hosted a Virtual Cruise Forum, sponsored by Headline partners Mail Metro Media, Singapore Tourism Board and Travel Weekly alongside 17 Cruise Line and Partner sponsors. The business sessions included an address from the UK's Maritime Minister, the Rt Hon Robert Courts MP and Sophie Lam of iNews, providing an update on the wider Travel Environment.

The Forum also presented two panel discussions – focussing on both Maritime Policy and insight on the future of cruise holidays.

## Virtual River Cruise Showcase

Wednesday 23 September

Sponsored by Mail Metro Media, Travel Weekly and 11 River Cruise Operators, this complimentary event, exclusive to CLIA travel agent members, offered delegates the chance to access business sessions and training webinars, as well as to network with CLIA River Cruise Operators.

Business sessions covered topics including:

- The River Cruise Experience
- River Cruise Trends
- 2021 Opportunities Ahead
- Results of Industry Research



## Winter 2020 Virtual Ship Tours

Throughout November and into early December, CLIA will present five hour-long Virtual Ship Tour sessions.

Virtual Ship Tours will see a variety of CLIA Cruise Lines and River Cruise Operators join live webinars to share information and images of a particular ship (or class of ship) in their fleet. Delegates joining the full series will be treated to product presentations covering over 20 ships from the global CLIA fleet.

The initiative allows agents working towards Certification to record their attendance as credit towards the Level 2 Ambassador Certification, in place of in-person Ship Visits which are currently unavailable.



## December's Virtual Cruise Showcase

Wednesday 9 & Thursday 10 December

Bringing together CLIA Cruise Lines and River Cruise Operators, this Virtual Cruise Showcase will offer the opportunity to hear from keynote speakers and industry expert panels in dedicated business sessions covering all sectors of the cruise industry.

CLIA Travel Agent Members will also be able to join interactive training sessions to connect directly with our sponsors.

Registration is available online at [cruising.org](https://cruising.org)

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CRUISE LINE®

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INTERNATIONAL

# LOOKING AHEAD TO 2021



This year, CLIA events went fully virtual as the world went into lockdown. It's been great to see the dedication and commitment from our CLIA travel agent members who have joined us for all the virtual events spanning across 2020.

Looking ahead to 2021, the CLIA events calendar will be a hybrid of in-person and virtual events. CLIA will host a number of in-person events including our Flagship CLIA Conference and River Cruise Conference, whilst continuing to offer a variety of virtual events throughout the year.

## CLIA UK & IRELAND **CONFERENCE** 2021

In 2021, our CLIA Conference will return.

Things may look a little different next year, however, the CLIA Conference will still have many of the classic aspects we have all grown to know and love.

This includes the Networking Trade Fair, and of course, Conference sessions. Andy Harmer and Lucy Huxley will return to the stage to host the full-day conference, including business sessions from engaging speakers and industry experts to share their insight and sales advice, and of course some entertainment thrown in for good measure.

## CLIA UK & IRELAND **RIVER CRUISE** CONFERENCE 2021

The River Cruise Conference will return in 2021 for two-days dedicated to all things river cruise.

The only river cruise event of its kind, the River Cruise Conference brings together senior industry figures, CLIA travel agent members and event sponsors to offer a panoramic view of the rapidly evolving sector.

As the event will take place in November, we will continue to monitor the situation and changing Government regulations and design the specifics of the event closer to the time.

# NEW OCEAN SHIPS 2021



**AIDA Cruises**  
AIDAcosma



**Aurora Expeditions**  
Sylvia Earle



**Carnival Cruise Line**  
Mardi Gras



**Celebrity Cruises**  
Celebrity Beyond



**Celestyal Cruises**  
Celestyal Experience



**Costa Cruises**  
Costa Firenze



**Costa Cruises**  
Costa Toscana



**Crystal Expedition Cruises**  
Crystal Endeavor



**Emerald Yacht Cruises**  
Emerald Azzurra



**Fred. Olsen Cruise Lines**  
Bolette



**Fred. Olsen Cruise Lines**  
Borealis



**Hapag-Lloyd Cruises**  
Hanseatic Spirit



**Holland America Line**  
Rotterdam



**MSC Cruises**  
MSC Seashore



**MSC Cruises**  
MSC Virtuosa



**Mystic Cruises**  
World Navigator & World Voyager



**P&O Cruises**  
Iona



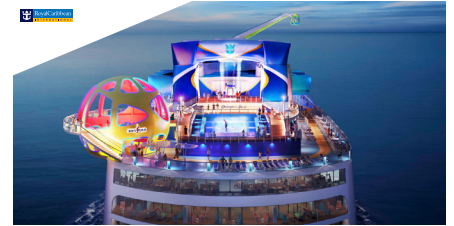
**Ponant**  
Le Commandant Charcot



**Princess Cruises**  
Discovery Princess



**Princess Cruises**  
Enchanted Princess



**Royal Caribbean International**  
Odyssey of the Seas



**SAGA**  
Spirit of Adventure



**Sea Cloud Cruises**  
Sea Cloud Spirit



**Seabourn**  
Seabourn Venture



**Silversea**  
Silver Dawn



**Swan Hellenic**  
SH Minerva



**Tradewind Voyages**  
Flying Clipper



**Virgin Voyages**  
Scarlet Lady



**Virgin Voyages**  
Valiant Lady



**Windstar Cruises**  
Star Breeze



**Windstar Cruises**  
Star Legend



**Windstar Cruises**  
Star Pride

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Included sightseeing excursions from April 2021

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boutique cruising

SAGA

# NEW RIVER VESSELS 2021



**Amadeus River Cruises**  
Amadeus Cara



**AmaWaterways**  
AmaDahlia



**AmaWaterways**  
AmaLucia



**AmaWaterways**  
AmaSiena



**American Cruise Lines**  
American Jazz



**American Cruise Lines**  
American Melody



**APT**  
RV Mekong Serenity



**Arena River Cruises**  
MS Arena



**Arena River Cruises**  
MPS Calypso



**CroisiEurope Cruises**  
Zimbabwean Dream



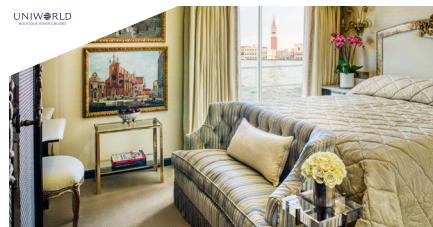
**APT Travelmarvel**  
Capella / Polaris / Vega



**Emerald Waterways**  
Emerald Luna



**Uniworld Boutique River Cruises**  
S.S. Sao Gabriel



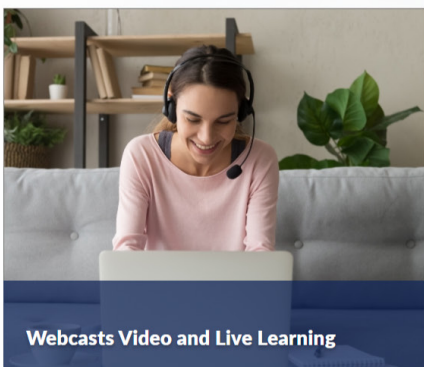
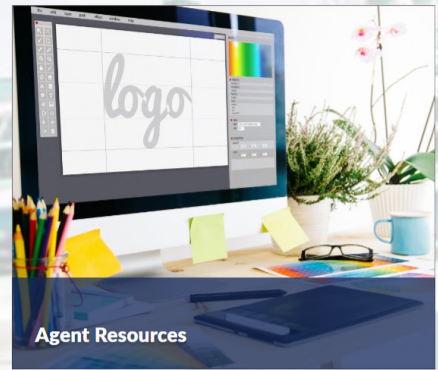
**Uniworld Boutique River Cruises**  
S.S. La Venezia



**Uniworld Boutique River Cruises**  
Mekong Jewel



**Uniworld Boutique River Cruises**  
S.S. Sphinx



## 2020 saw the transition to a new website, joining our North American colleagues at Cruising.org.

This move is a great step forward in bringing all worldwide CLIA members together as part of one cruise community. As well as hosting the refreshed CLIA Learning Academy, we have transferred the library of unique resources available to you, so all of the previous (and some new) tools are at your disposal.

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- **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.
  - **Sales & Marketing Toolbox**  
Download CLIA and CLIA cruise line branding to promote your membership!
  - **Cruise Line Contacts**  
A listing of all key Trade Sales and Business Development contacts you need to grow your business.
  - **Webcasts, Video and Live Learning**  
A great mix of Video content, including Interviews, Panel discussions, 60-second News round-ups and product focussed videos from our CLIA cruise lines.
  - **CLIA Cruise Podcast**  
Our Podcast library offers a whole host of Audio-Interviews from across the sector and is available to download through iTunes to make sure you never miss one!
  - **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.
  - **Destination Information**  
An interactive map of key cruise ports, featuring incredible photography, and supplemented in 2021 by new Destination Fact Sheets for quick-reference reading.
  - **Touchdown TIS**  
Your ticket to incredible savings as a travel industry professional. Find worldwide holiday deals at reduced rates exclusively for travel agents
-

# CRUISE CHAMPION COURSE

CLIA launched a new online education course in May 2020 – CLIA Cruise Champion. An interactive online programme made up of 8 Modules and a final assessment, it focusses on the workings of the global cruise sector, including the work of CLIA, the efforts of the world's cruise lines, and the strict regulations that govern cruise operations worldwide.



It is designed to help you to respond confidently to many of the issues and questions that customers may raise. Throughout the programme, the modules identify common myths and misconceptions surrounding the industry and offer the facts of the matter to allow you to respond confidently to questions you may be asked.



# 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 events 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.

# WHAT TO DO NOW

## CLICK THE LINK

### 1 [VISIT CRUISING.ORG](https://www.cruising.org)

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

### 2 [JOIN US](#)

Register for December's Virtual Cruise Showcase (9 & 10 December) via the Events and Ship Visits page – complimentary to CLIA Member agents.

### 3 [WATCH BACK](#)

Nearly all past virtual CLIA events can be re-visited from the Webcasts, Videos and Live Learning section of [cruising.org](https://www.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 2021.

### 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](#) and brand-new show on Travel-Radio, every Monday from 2-3pm, 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](https://www.cruising.org) within the CLIA Learning Academy.



# CONGRATULATIONS TO ALL OUR CLIA MASTERS

Alexandre Schwager - Hupla Group Ltd

Alison Woodrow - Addison Travel Ltd

Amy Savery - Midcounties Cooperative Travel PTA

Amy Wright - Cruise Select

Barbara James - Cruise Holidays UK

Beverley Reece - InteleTravel

Bjarne Thelin - GoCruise

Brendan O'Connor - Travelmax

Brian Gillespie - Oasis Travel

Carol Kirkham - Kirkham Travel

Caroline Jenkins - Travel Counsellors

Caroline Monks - InteleTravel

Caroline Treleaven - Travel Counsellors

Catherine Mackey - Catherine Mackey

Cathy Ellis - Mundy Cruising

Chris Roberts - GoCruise

Chrissi Knights - Explorer Travel

Christie Double - Panache Cruises

Corinna Ball - LoveltBookIt.com

Craig Gibson - GoCruise

Dana Kadarova - Ahoy Family Travel

Daniel Hammond - GoCruise

Danielle Fear - Danielle Fear

Darren Mallon - InteleTravel

David Celino-Stock - Tickets Travel

Dawn Wootton - The Cruise Village

Deana Abbott - InteleTravel

Diane Ware - The Cruise Village

Dianne Cox - Midcounties Co-Operative

Dinah Alonso-Wilkes - Travel Counsellors

Donna Read - Baldwins Travel

Elaine Kane - Eton Travel

Elaine Meyrick - InteleTravel

Elaine Truesdale - Cruise1st

Eleri Smith - Global Travel Worldwide Limited

Emma Sanger-Horwell - The Luxury Cruise Company from WEXAS

Fiona Sarre - Travel Counsellors

Gaynor Davies - Chester Travel Connection

Gemma Steen - The Cruise Specialists

Gill Simpson - Gill's One Stop Travel Shop

Gurlie Lonsdale - Not Just Travel

Hayley Meades - Mundy Cruising

Heather Ascroft - The Cruise Village

Helen Downie - InteleTravel

Helen Fensom - Mundy Cruising

Helen Parker - Travel Counsellors

Helen Worthington - GoCruise

Hennie Opdam - Amondo

Iain Lunt - Barrhead Travel

Ian Le-Fevre - Travel Counsellors

Ian Warren - GoCruise

Ian Weir - Baldwins Travel

Iliyan Ivanov - TourMarketing Ltd

Jackie Standridge - Spa Travel

Jacqui Ridler - Luxury Cruise & More

James Pettitt - Curated Escapes Ltd

Jane Bowen - GoCruise

Janice Black (Abbott) - The Cruise Village

Janine Chrispin - Travel-PA

Jennifer Watson - Travel2

Jenny Cookman - Travel Counsellors

Jessica Clayton - The Cruise Village

Jessica Nuttall - The Cruise Village

Joanne Marsh - ROL Cruise

John Phee - Travel2

Jonathan Howitt - The Cruise Room Ireland

Katherine Doyle - Bawtry Travel

Kathryn Pollitt - Blue Water Holidays

Katrina Smith - Travel Counsellors

Katy Savvides - 2001 Travel

Kerry Elgey - InteleTravel

Kerry Hewitt - Iglucruise.com

Kevin & Ann Booth - GoCruise

Kirsty Spicer - Cruise Circle

Kit Williams - Silver Compass

Laraine Angel - Spear Travels

Lisa Byers - Travel Counsellors

Lisa Croke - Marble City Travel Ltd

Lizzie Adamson-Brown - Travel Counsellors

Louise Crabtree-Sheldon - Not Just Travel

Louise Halstead - Cruise.Co.Uk

Lyndsay Patterson - The Cruise Village

Lynn Boardman - Kyle Travel

Megan Ladle - TUI

Meriel Lowe - The Luxury Cruise Company from WEXAS

Mike Brady - Ridings Travel

Naomi Coombes - Woods Holidays Ltd

Neil Adamson - The Cruise Specialists

Neil Henderson - Cruise Nation (Really Great Cruises)

Neil Torbell - Cruise 118

Nicholas Markham - Travel Counsellors

Nick Oldfield - Cruise1st

Nicola Krzysiak - Cruise Circle

Nobengazi Qayiso - InteleTravel

Orinda Philip - InteleTravel

Paul Barber - Travel Counsellors

Pauline Drain - Group Choice Events

Peter Ruck - GoCruise

Philippa Booker - Fareham College

Rebecca Hawker - The Cruise Village

Rebecca North - Cruise.co.uk

Rhys & Jane Bowen - GoCruise

Richard Terrell - Travel Counsellors

Russell Adamson - The Cruise Specialists

Sally Chilton - Travel Counsellors

Sara Hussein - Baldwins Travel

Sarah Bolton - Travel Counsellors

Sarah Jones - Iglucruise.com

Sarah Thelin - GoCruise

Seth Hayward - Cruise Circle

Sharon Allen - Go Cruise

Shell Garlick - The Cruise Village

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 Cruise Village

Susan Stevenson - Travel Counsellors

Thomas Henderson - Barrhead Travel

Tina Hammond - GoCruise

Tom Britton - Marble City Travel Ltd

Tracey Weller - Baldwins Travel

Trevor Ridler - Baldwins Travel

Vanya Jenkins - Travel Counsellors

Vicky Lewis - Century Travel (Paphos)

Vidya Kesavan - Vidya's Travel Hub

Walter Colijn - Travel Counsellors

Zoe Lee - Century Travel (Paphos)

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

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