



YEARBOOK 2022

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HELLO THERE

Welcome to our 2022 Yearbook

The consumer data that CLIA tracks on holidaymakers ready to cruise has never been more favourable – and signals that 2023 will be a terrific year of growth.

We know that people who take a cruise will overwhelmingly sail again, and indeed 90% of those who have cruised in the last 6 months are ready to sail again (so do keep in touch with your cruise customers!).

Additionally, our research tells us that 66% of those who have never sailed before are ready to be offered the right cruise so that they can try a cruise for the first time. And note that is both river cruise and ocean cruise – as well as those sectors such as expedition, luxury and small ship.

In other words, there has never been a better time to offer a cruise holiday to all customers – because the combined enthusiasm to cruise has never been higher.

And CLIA is here to support. CLIA is here to provide unbiased, independent and comprehensive training and resources so that our travel agent members have the right knowledge and inspiration to offer a cruise holiday to all holidaymakers.

This could be our fantastic Destination Factsheets, our Month-by-month guide to changes and trends in the industry, our industry leading training and accreditation, or our top tips and testimonials of cruises taken by travel agent colleagues – there is so much on offer to give you all of the information and support you need in one place.

And the cruise industry is doing its bit too – by investing in new ships, new itineraries and new experiences to offer cruise holidays that will appeal to as broader a group of customers as possible.

With our two 2023 flagship events now firmly in the diary – with Vienna for our River Cruise Conference in March, and CLIA Conference in Southampton in May – it has never been easier to get the inspiration and connections you need.

We look forward to seeing you there!

ANDY HARMER
Managing Director
CLIA UK & IRELAND

New Opportunities in 2023

Talk about zero to hero. Just 12 months ago, cruising was feeling its way back into full operation; now, as we edge towards 2023, all bar two or three ships are back in action and the industry is buzzing with anticipation of a fantastic future as seasoned cruisers and first timers flock to the high seas and rivers.



by Jane Archer



Expedition, luxury and river cruising

There are no up-to-date figures on how many people are opting to cruise off-piste, in the heights of luxury or on the rivers (blame Covid), but anecdotal evidence from the lines suggests these sectors are going great guns.

The rise and rise in demand for these more specialised sectors has been sparked in no small part by fabulous new ships coming on stream. More than 25 new vessels were launched by CLIA members in 2022 and more than half are either destined for expedition, luxury or the rivers, and there's more of each coming in 2023.

Between them, these sectors offer lucrative new opportunities for the trade, as well as exciting holidays for guests.

They can visit the polar regions on stylish expedition ships equipped with science labs, submarines and helicopters, or get away from the crowds in quiet harbours and coves on luxurious small vessels with all-inclusive rates and apartment-style suites, butlers and Michelin-style restaurants. They can sail on spectacular yachts that hold just a hundred or so passengers with follow itineraries that blend well-known hotspots with lesser-known ports.

Those who prefer to stay in sight of land can discover historical towns and exotic cultures on boutique-style river ships in Europe and Asia that are shaking off their old-people image with swimming pools, cinemas, fitness instructors and family sailings. With almost everything included in the price, they are terrific value and, alongside double-width craft with space for larger suites and more restaurants, luring ocean-going cruisers to the waterways.



Catering for the guest of the future

What a difference a decade makes. Back in the 2010s, cruise lines were thrilling guests with surfing, zipwires and water slides, but still hanging on to the vestiges of traditional cruising.

Not any more. With more ships that hold 5,000 or more passengers coming out over the next few years, cruise lines need to attract people looking for a great holiday to fill their berths rather than relying on people wedded to life at sea. It means all aspects of the cruise experience are changing, including dining, entertainment, fares, on-board attractions and off-shore adventures.

Speciality restaurants - more than half a dozen on some ships – serving everything from Caribbean fare and Italian favourites to seafood and even combining dining with theatre are supplanting the main dining room.

Fares are getting more inclusive, either as standard or via on-going offers to mirror all-inclusive resorts on land, while the latest on-board attractions make those early activities look tame.

This year alone, new ships have sported go-kart racetracks, ice lounges, adrenalin-inducing slides and roller coasters. Coming in 2023 and beyond, there's the first suspended infinity pool at sea, thrilling waterslides where riders are dropped into the shute, vast glass domes beneath which guests can relax by day and party the night away, and much more.

And that's just the fun stuff. More lines are adding exclusive areas where those splashing out on top suites can eat, play and lounge, while on-shore experiences are also changing as large group tours give away to more bespoke shopping with the chef and private tours.



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New Opportunities in 2023

New destinations for 2023

Just when you thought you'd got to grips with all the places that cruise ships visit (well a lot of them anyway), along come new ports to learn about as lines add new destinations to lure past passengers back and attract newcomers.

The Mediterranean is the sea that never stops giving, with the city of Taranto, in the Apulia region of Southern Italy, and Trieste, to the east of Venice, among new ports to look out for in 2023.

The former promises ancient history, fine castles and a beautiful Byzantine cathedral. The latter is a stand-in for Venice but has plenty to offer in its own right, including gorgeous piazzas, a Roman amphitheatre and its very own Canale Grande (which is quite small despite its name!).

Greece can always be relied on to produce great new places for guests and 2023 is no exception. Look out for Thessaloniki, the second-largest city in Greece, but a giant when it comes to history, culture and great food, and the islands of Kos and Chios, which have beaches, caves and castles.

Further afield, Brisbane in Australia and Scarborough on the Caribbean island of Tobago are on the radar for 2023, while Qatar, host of the 2022 World Cup, is making quite a big splash. Guests visiting in winter 2023-24 will be treated to exotic souks, cultural museums and a spectacular aquarium – claimed to be the biggest in the Middle East - in the cruise terminal.



Centre of the city Doha, Qatar

Innovation, sustainability and technology

Cruise lines have always vied with each other to come up with breathtaking new features and ever more restaurants but now there's a new contest – the race to become the greenest of them all and harness new technologies to enhance the guest experience.

Apps and digital ID are favourites in achieving the latter, and being used effectively by lines including Celebrity Cruises to rein back on the amount of paper wasted on board while making the journey from kerb to cabin quick and easy, as passengers on Celebrity Ascent, launching next year, will discover.

Virgin Voyages, which has two new ships next year, is killing two birds with one stone, with the key cards passengers use to unlock their cabins and pay for drinks replaced with wristbands made from recycled plastic from the ocean.

Millions are also being invested to find new fuels that reduce emissions and put the industry on course to achieve its aim of net zero carbon cruising by 2050.

The current favourite, liquefied natural gas - said to reduce sulphur emissions by almost 99% and nitrogen oxide (NOx) emissions by up to 85% - is becoming a standard, with Royal Caribbean International launching its first LNG ship, Icon of the Seas, in late 2023, and Princess Cruises making its LNG debut in 2024 with Sun Princess.

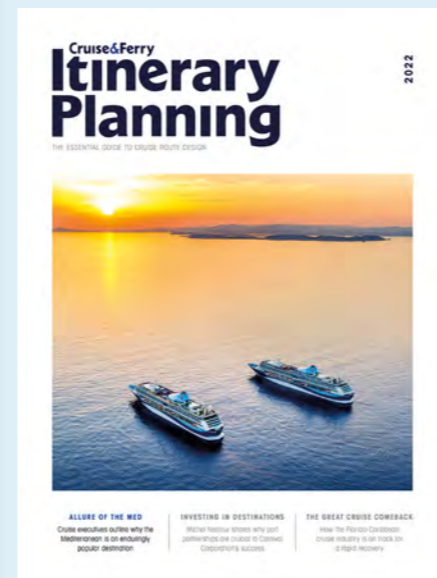
Silversea's new Silver Nova, also coming in 2023, goes a step further. It will be powered by LNG but use new fuel cell and battery technologies that enable the ship's engines to be switched off in port.

Norwegian Cruise Line is taking a different path, fitting Norwegian Viva, its next new ship, with systems that filter out sulphur and nitrogen oxides, clean exhaust gases and allow the ship to plug into shore power while docked.

Do agents need this technology know-how to sell a cruise? Maybe not now, but cruise lines believe clients will start asking about a brand's sustainability and environmental credentials going forward. Having the answer could make the difference when it comes to closing a sale. And that is a future opportunity not to be missed.

Cruise & Ferry

Demand for cruise holidays surpasses 2019 levels



Earlier in 2022, CLIA released new consumer sentiment data showing that the demand and perception of cruise holidays are now greater than in 2019.

The survey, of 4,000 domestic and international travellers, has also revealed the economic benefits cruise brings to the areas that ships visit.

According to the survey, intent to book a holiday at sea among UK passengers now exceeds levels from three years ago:

- 85% of respondents who have cruised previously said they intend to take a holiday at sea again, a 6% increase from 2019
- Furthermore, among travellers who have taken a cruise in the last six months, 90% said they intend to cruise again
- Of those who have never cruised, 66% are open to cruising, a 0.5% increase from 2019

Overall, 69% of international cruise holidaymakers stayed at least one night in their local destination prior to embarkation, with 43% extending the stay by two or more nights. And 67% stayed at least one night after disembarkation, with 34% extending by two or more nights.

60% said they later returned to a destination they had first visited by cruise.

In addition, as cruise lines continue to advance their sustainability initiatives in pursuit of net-zero carbon cruising by 2050, the percentage of international travellers who say the cruise industry is a leader in responsible travel reached 51%, a 9% increase over the past year.

Andy Harmer, CLIA UK & Ireland Managing Director, said:



This year has been enormously encouraging for cruise, and it's heartening to see demand for a holiday at sea is set to continue. The sheer number of repeat passengers we're anticipating, combined with interest from those yet to sail, means the appeal of going on a cruise remains as strong as ever.

The economic advantages passengers bring to the destinations they visit is also clear, meaning local businesses - from taxis, to restaurants to hotels - benefit accordingly. And we're delighted to see the raft of sustainability initiatives we have in place, including our 2050 net-zero carbon goal, were recognised.

The sentiment data is based on an independent, international survey of 4,000 holidaymakers in eight countries: the UK, France, Germany, Italy, Spain, the USA, Canada and Australia.

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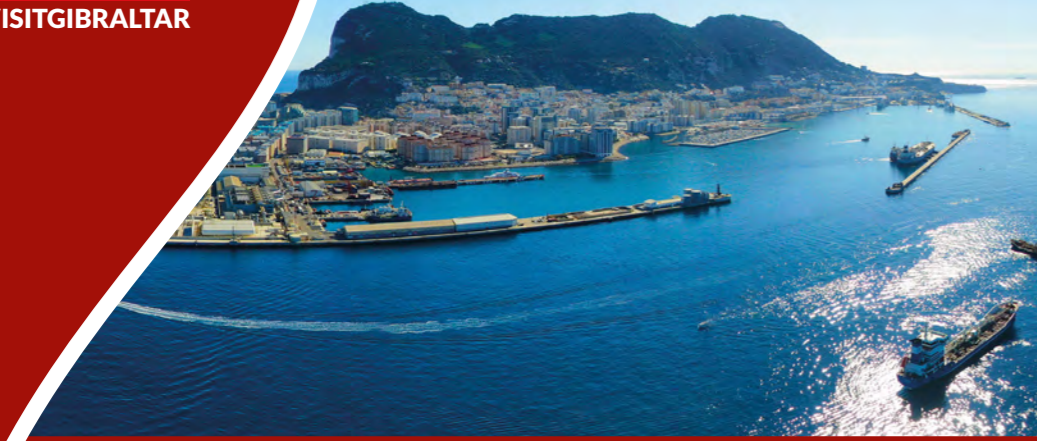
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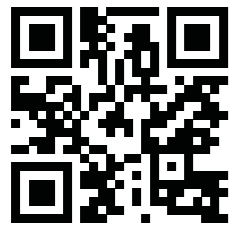


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New Ocean Ships for 2023



2023

NEWBUILD
LNG

Carnival Jubilee
Carnival Cruise Line

GROSS TONNAGE: 182,800
CLASS OF SHIP: EXCEL CLASS
SAILING: CARIBBEAN



2023

NEWBUILD

Celebrity Ascent
Celebrity Cruises

TONNAGE: 140,600
CLASS OF SHIP: EDGE CLASS
SAILING: 3 DECEMBER 2023 / CARIBBEAN



2023

NEWBUILD

Carnival Venezia
Carnival Fun Italian Style

TONNAGE: 135,225
CLASS OF SHIP: VISTA CLASS
SAILING: FROM NEW YORK (SPRING 2023)

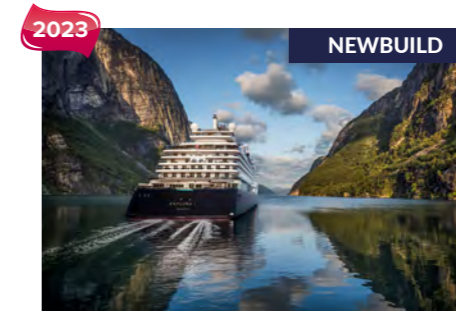


2023

NEWBUILD

Emerald Sakara
Emerald Cruises

GROSS TONNAGE: 5,300
SAILING: MEDITERRANEAN,
ADRIATIC COAST AND THE CARIBBEAN



2023

NEWBUILD

Explora I
Explora Journeys

TONNAGE: 64,000
SAILING: MEDITERRANEAN, NORTHERN
EUROPE, ICELAND AND GREENLAND, USA
AND CANADA, THE CARIBBEAN, SOUTH
AMERICA, PACIFIC COAST, HAWAII AND
ALASKA



2023

NEWBUILD
LNG

MSC Euribia
MSC Cruises

TONNAGE: 177,000
CLASS OF SHIP: MERAVIGLIA PLUS CLASS
SAILING: NORTHERN EUROPE



2023

NEWBUILD

Norwegian Viva
Norwegian Cruise Line

TONNAGE: 140,000
CLASS OF SHIP: PRIMA CLASS
SAILING: CARIBBEAN, EUROPE &
TRANSATLANTIC



2023

NEWBUILD

Vista
Oceania Cruises

TONNAGE: 67,000
CLASS OF SHIP: ALLURA CLASS
SAILING: TBC



2023

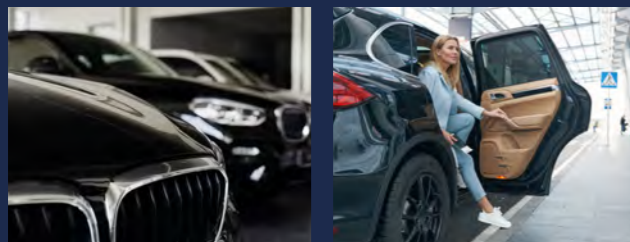
NEWBUILD
LNG

Sun Princess
Princess Cruises

TONNAGE: 175,000
CLASS OF SHIP: SPHERE CLASS
SAILING: FEBRUARY 2024

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New Ocean Ships for 2023

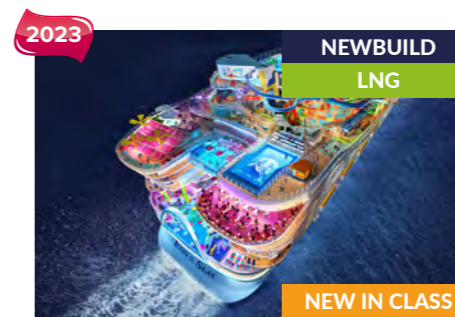


2023

NEWBUILD

Seven Seas Grandeur
Regent Seven Seas Cruises

GROSS TONNAGE: 55,500
SAILING: NOVEMBER 2023 /
WORLDWIDE



2023

NEWBUILD

LNG

NEW IN CLASS

Icon of the Seas
Royal Caribbean International

TONNAGE: 200,000
CLASS OF SHIP: ICON CLASS
SAILING: TBC



2023

NEWBUILD

Scenic Eclipse II
Scenic Luxury Cruises & Tours

GROSS TONNAGE: 17,085
SAILING: POLAR REGIONS, AUSTRALIA, INDO-
NESIA, POLYNESIA, THE AMERICAS, EUROPE
& THE MEDITERRANEAN



2023

NEWBUILD

Seabourn Pursuit
Seabourn

TONNAGE: 23,000
CLASS OF SHIP: EXPEDITION
SAILING: ANTARCTICA, AMAZON, ARCTIC,
NORTH WEST PASSAGE, SOUTH AMERICA



2023

NEWBUILD

LNG

Silver Nova
Silversea

TONNAGE: 54,700
CLASS OF SHIP: NOVA CLASS
SAILING: NORTHERN EUROPE & BRITISH
ISLES, MEDITERRANEAN, CARIBBEAN &
CENTRAL AMERICA, SOUTH AMERICA,
ALASKA, ASIA, AUSTRALIA & NEW ZEALAND,
TRANSOCEANIC



2023

NEWBUILD

SH Diana
Swan Hellenic

TONNAGE: 12,100
SAILING: MEDITERRANEAN & AFRICA



2023

NEWBUILD

Resilient Lady
Virgin Voyages

TONNAGE: 110,000
CLASS OF SHIP: LADY SHIPS
SAILING: MAY 2023 /
GREEK ISLANDS & ADRIATIC (ATHENS)



2023

NEWBUILD

Brilliant Lady
Virgin Voyages

TONNAGE: 110,000
CLASS OF SHIP: LADY SHIPS
SAILING: OCTOBER 2023 /
CARIBBEAN (MIAMI)



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All journeys include high speed unlimited Wi-Fi, access to sophisticated, varied experiences across 18 food and beverage venues including six restaurants, five lounges and in-suite dining, unlimited beverages, fine wines, premium spirits, a welcome bottle of champagne, access to the spa thermal area, on board gratuities and more.

*Experience fee applies to two venues

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New River Ships for 2023



RV Apsara
APT Travelmarvel

CAPACITY: 90
IN SERVICE: 2023
SAILING: MEKONG



Mekong Serenity
APT

CAPACITY: 88
IN SERVICE: 2023
SAILING: MEKONG



AMADEUS Riva
AMADEUS River Cruises

CAPACITY: TBC
IN SERVICE: SPRING
SAILING: EUROPE



American Serenade
American Cruise Lines

CAPACITY: 175
IN SERVICE: Q1
SAILING: MISSISSIPPI



American Eagle
American Cruise Lines

CAPACITY: 109
IN SERVICE: SUMMER
SAILING: CHESAPEAKE BAY, NEW ENGLAND AND HISTORIC SOUTH ITINERARIES



American Glory
American Cruise Lines

CAPACITY: 109
IN SERVICE: AUTUMN
SAILING: CHESAPEAKE BAY AND SOUTHEAST ITINERARIES



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Meet Nikola



Hello everyone, I am delighted to be part of the CLIA team and your first point of contact to support you and your business in making the most of your fantastic membership with us.

Becoming familiar with our members was my first priority and I was surprised to see a number of agencies not making the most of their full profile allowance. It's hugely important to activate your profile, not just to access the accredited training but to get familiar with all of the resources we have to offer and to get involved with the in-person and online events. I am really pleased that we are seeing an increase in activated profiles and usage on our website. Logging in regularly keeps you updated and I will keep sending you more updates, links and news so that you can keep on top of your cruising game.

I started my professional career as an Insolvency analyst with PricewaterhouseCoopers and more recently returned from Malaysia after 15 years running my own business which was also very member focused. I don't come from a cruising background, but I do know how to help you with your CLIA membership.

You are all keeping me motivated, on my toes and learning every day - it's great and I am loving it. I don't think I have worked with such a friendly and welcoming group of professionals and I feel very proud to say I work within your sector - thank you for your warm welcome so far. I look forward to meeting you, talking or emailing with you. There's no such thing as a silly question - we are always here to help.

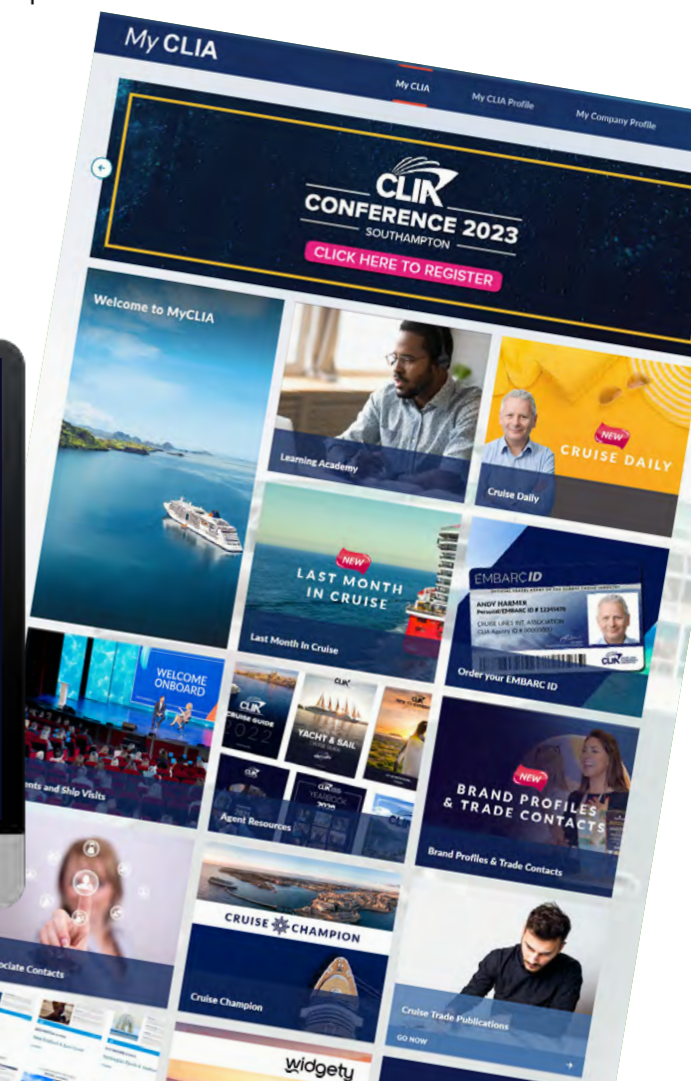
7k active profiles

This year has proven that the industry is well on the way to recovery and we look forward to seeing cruise thriving in 2023. We ended the year with over 7k active profiles which is a 30% increase in comparison to the last year.

Website usage increase

Over the course of the year we have seen a consistent increase in web users logging in weekly, commensurate with the increase in accredited agents.

This encouraging data shows that agent engagement has been the best we have seen in the past few years. We will continue to reach out to our members with new resources and provide a platform for agents to learn, keep up to date and be part of the cruising community.





AHOY AUSTRALIA!

Carnival
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CHOOSE CARNIVAL

If you're thinking of cruising, there's a very good chance you're considering a Carnival cruise. Growing since our founding in 1972, Carnival Cruise Line – “The World's Most Popular Cruise Line®” – now carries millions of guests every year. In a nutshell... we're all about fun vacations at sea and ashore! We invite our guests to come as they are, and we make everyone feel right at home with comfy staterooms, attentive service, day and nighttime entertainment like stage shows, musical performances, deck parties, casinos and more.

AHOY AUSTRALIA!

Take some time out, relax, and enjoy everything a Carnival cruise from Australia has to offer. Walk along the white sands of Airlie Beach, or dive among the wrecks of Moreton Island. Take in the Great Barrier Reef up close, or enjoy the foodie and cultural delights of Tasmania. Perhaps a cruise from Australia to the magnificent South Pacific is on your bucket list? Carnival also has Getaway cruises from Australia, where you can spend a few days at sea away from it all.

CARNIVAL SPLENDOR

Sails To: Australia, New Zealand, South Pacific
Sails From: Sydney, Australia
Duration: 2 - 5 Days, 6 - 9 Days, 10+ Days

CARNIVAL LUMINOSA

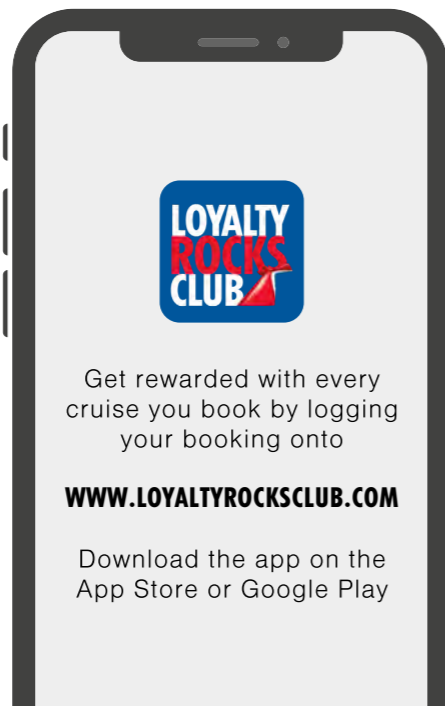
Sails To: Alaska, Australia, New Zealand, Papua New Guinea, South Pacific, Transpacific
Sails From: Brisbane, Australia; Seattle, WA
Duration: 2 - 5 Days, 6 - 9 Days, 10+ Days



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Meet the CLIA Cruise Master of the Year



We are delighted to congratulate Sarah Bolton of Travel Counsellors for winning CLIA Cruise Master 2022 at the Travel Weekly Agent Achievement Awards. We applaud her contribution to the industry and her dedication for completing the required training to achieve the status of CLIA Master.

Could you be our CLIA Cruise Master of 2023?

Member agents who have achieved or refreshed their Master level Certification will be able to nominate themselves in 2023 (or be nominated by a CLIA member colleague) for this Award.

As part of the nomination, we will ask for evidence or confirmation of:

- Positive promotion of cruise knowledge and industry news across their own social media channels
- Sharing of cruise knowledge with peers through multiple channels, for example “Cruising with Confidence” blogs / creating their own video blog content from cruises/ship visit experiences
- Being a visible advocate of CLIA membership through their own website / social channels / email signature etc
- Attendance of a CLIA event in the last 12-months
- A seconding of the nomination from a cruise line sponsor

Nominations for the 2023 Cruise Master will open following the CLIA Conference in May 2023.

JOIN OUR FACEBOOK GROUP

CLIA UK & Ireland Travel Agents

If you're a member of the CLIA UK & Ireland Travel Agents Facebook Group, you may have noticed that we started a competition this August which we'll run each month, as we look to give away some CLIA and cruise line prizes.

All you need to do to enter each month is answer 3 short multiple-choice questions based on recent cruise industry news.

Our winners so far have been:

- August 2022 - **Tim Thorpe – Book and Go Holidays**
Won 2 complimentary registrations to attend CLIA Conference 2023
- September 2022 - **Debra Johnson – Mid-counties Co-Operative**
Won an MSC Cruises Goody bag
- October 2022 - **Julie Amos – Travel sense**
Won an M&S Collection Hamper



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Raw and rugged landscapes and pristine, colourful cityscapes fill the catalogue of destinations on Cunard voyages in 2024. Find opportunities to explore Northern Europe and Scandinavia, the Mediterranean, and North America, and experience a festive season to remember either on Queen Mary 2 in the Caribbean or on board Queen Anne in Madeira.

Cunard World Club members will receive a 5% early booking saving on selected sailings when booked by 28 February 2023.



Win 2024 Shine points every single day.

All you need to do is play all your Cunard Fare bookings made between 6 -19 December 2022, to be in with a chance of winning those extra Shine points.

Once you've earned your Shine points, visit the rewards catalogue for inspiration on how to spend them. How about booking your own Cunard voyage?

You can pay towards 25%, 50% or 100% of a voyage with your Shine points.

Visit Shinerewardsclub.com for more information.



QUEEN MARY 2 QUEEN VICTORIA QUEEN ELIZABETH QUEEN ANNE

A Membership Built Around You



A Membership built around you – your new Journey Planner for 2023

Based on feedback, we are working to make sure we offer greater guidance on matching the resources we offer to the differing levels of cruise experience and confidence that we know we cater for amongst our membership. CLIA membership and cruising.org offers something for everyone, and our new Journey Planner will help you make the most of your CLIA membership and direct you to the most relevant resources to help you grow your cruise sales – your own pathway to success!

The level of content you follow is completely self-decided, and as you grow in confidence, we are sure you will want to work up towards the higher “decks” with us.

More details will follow in early 2023



Discover

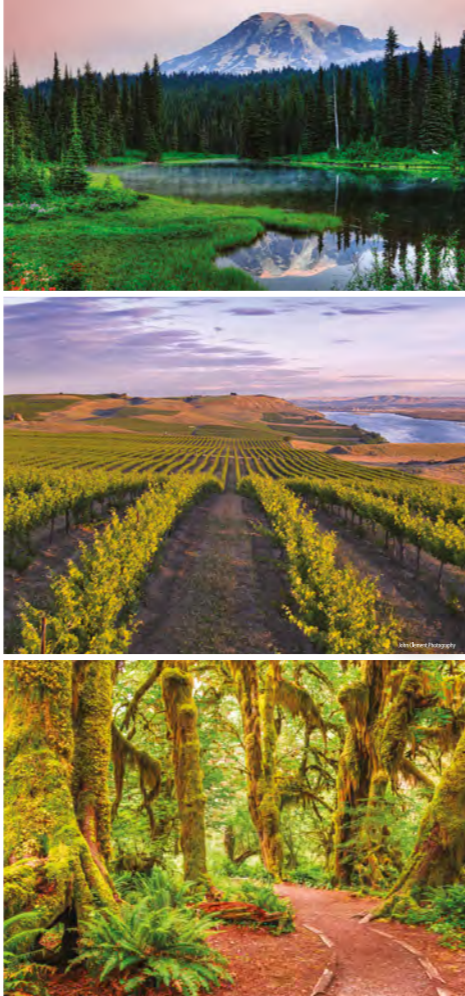
Seattle

The Gateway to Alaska



Port of Seattle
portseattle.org
seattlecruisealaska.co.uk

Save time to explore Washington State



#RiverCruiseExpert Program



Our mission is to create a global River Cruise Program providing engaging, independent and unbiased learning, resources and events for travel agents.

Launched in mid-2021, the Program has continued to grow as we invite member agents to become a #RiverCruiseExpert through membership of the RiverView Program.

The RiverView Program offers 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 profiles.

Agent membership of the Program continued to grow across 2022, totalling 89 by November 2022.



CLIA CRUISE
PODCAST



CLIA RIVER VIEW
PODCAST

GO BEHIND THE SCENES OF THE CRUISE INDUSTRY

The CLIA Cruise Podcasts launched in 2018 to offer an in-depth analysis, opinions and interviews from across the industry. You can subscribe via 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,
SOUNDCLOUD.COM OR SPOTIFY**



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

Why choose to cruise with CroisiEurope?

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

For your clients:

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- Stylish well appointed cabins with panoramic windows
- Superb French cuisine
- All inclusive drinks
- Exclusive destinations
- 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
- Training sessions
- Generous group programme
- Image and video library

EUROPE'S LARGEST RIVER CRUISE COMPANY WITH OVER 50 SHIPS



Travel Agent website
<https://pro-uk.croisieurope.com/login-b2b>

CRUISE NEWS

BROUGHT TO YOU BY CLIK

Weekly Newsletter

BRINGING YOU THE LATEST CRUISE NEWS

All members with an active profile at cruising.org are automatically enrolled to receive the weekly eNewsletter.

Presenting top stories from the past week, we aim to be 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 occasional 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

Get the CLIA Weekly Newsletter by activating your profile at cruising.org

NEW TO CRUISE WEBINAR GETTING STARTED

GETTING STARTED - Thursday 17 November 2022
Join us for this 30 minute session at 9.30am

Get the essential background needed to sell cruise holidays with confidence.
Cover topics such as:
How to kick-start your cruise business
Understanding the benefits of matching your customer with their perfect cruise
How to introduce a cruise option to yet-to-cruise customers

[REGISTER NOW FOR YOUR THURSDAY MORNING SESSION](#)

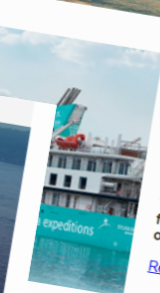
Here are your top cruise stories from the last seven days



MSC Cruises christens new ship MSC World Europa

MSC World Europa was christened at the new Grand Cruise Terminal in Doha (Qatar) on Sunday. She will then relocate to Dubai for her inaugural season offering 7-night cruises in the Middle East.

[Read more at Cruise Adviser](#)



Aurora Expeditions Sylvia Earle to sail inaugural voyage in December

Aurora Expeditions has launched its second purpose-built small ship Sylvia Earle, which will embark on its inaugural voyage next month.

The 132-guest expedition ship will sail from Ushuaia (Argentina) to Antarctica on 10th December.

[Read more at Travel Weekly](#)



SeaDream Yacht Club returns to northern Europe and the fjords in 2025

SeaDream Yacht Club is to return to Scandinavia and the Norwegian fjords for the first time in four years, with the summer 2025 schedule featuring SeaDream II sailing in Scandinavia and northern Europe.

The vessel will sail 14 cruises covering 46 ports on 7 to 11-night durations.
[Read more at TTG Media](#)

CLIK CONFERENCE 2023 SOUTHAMPTON

EARLY BIRD FLIES AT MIDNIGHT

5 supporting ships have booked their berths to be there for you in 2023. Are you registered to join them Friday 12 - Sunday 14 May? CLIA Conference is an ideal way to see three amazing cruise... and get the cruise insight and inspiration you need. Join us at...

BOUTIQUE IS... YOUR PRIVATE BALCONY

Breathe in the fresh air as you sip your morning coffee, and take in the view from your private balcony. It's all part of our all-inclusive boutique cruise experience.

Speciality dining and travel insurance^s are all included, plus, love your first cruise or your money back!

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or call 0800 074 8021



SAGA
Experience is everything

Your New-To Series



2022 saw the introduction of two additional sector specific “New-to” Guides, offering an insight into these two specialist styles of cruising:

New to Yacht & Sail Cruise Guide

The New to Yacht and Sail Cruise Guide offers CLIA agents the perfect introduction to this unique sector. Providing an overview of key aspects of the cruise experience and how they differ from classic ocean cruising; including dining, staterooms, shore excursions and popular destinations for these vessels, the guide has been developed exclusively for our travel agent members.

The Guide also includes mini-profiles of the different sail and yacht ships from CLIA cruise lines, to ensure you can identify the great variety of brands available.

New to Luxury and Ultra-Luxury Cruise Guide

The New to Luxury and Ultra-Luxury Cruise Guide looks at understanding what makes an ultra-luxury cruise, and how you can identify a customer. With added capacity in the sector and the excellent value for money they present, the customer base is much more open than ever previously.

Offering sales tips and insight on destinations frequently offered on itineraries of ultra-luxury vessels, the guide also covers the cross-over sales opportunities, with larger contemporary ships, river vessels, expedition ships and smaller yachts all catering to the ultra-luxury traveller.

They join the existing line-up within the Agent Resources section of cruising.org, to offer a comprehensive introduction to the wider industry.

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

For 'Love it first time' terms and conditions, visit saga.co.uk/loveit §Optional travel insurance underwritten by Astrenska Insurance Limited, and additional cancellation cover, or a price reduction if not required (cover subject to medical questions). Saga's holidays and cruises are exclusively for the over 50s, but a travel companion can be 40+. Saga Holidays is a trading name of ST&H Ltd (registration no. 2174052) and ST&H Ltd and Saga Cruises Ltd (registration no. 3267858), are subsidiaries of ST&H Group Ltd (registration no. 0720588). All three companies are registered in England and Wales. Registered Office: Enbrook Park, Sandgate, Folkestone, Kent CT20 3SE. With respect to general insurance products sold in the UK, Saga Cruises Ltd is an appointed representative of Saga Services Limited, registered in England and Wales (company no. 732602), which is authorised and regulated by the Financial Conduct Authority. NTA-SC7094.

Provide the best online travel experience for your customers

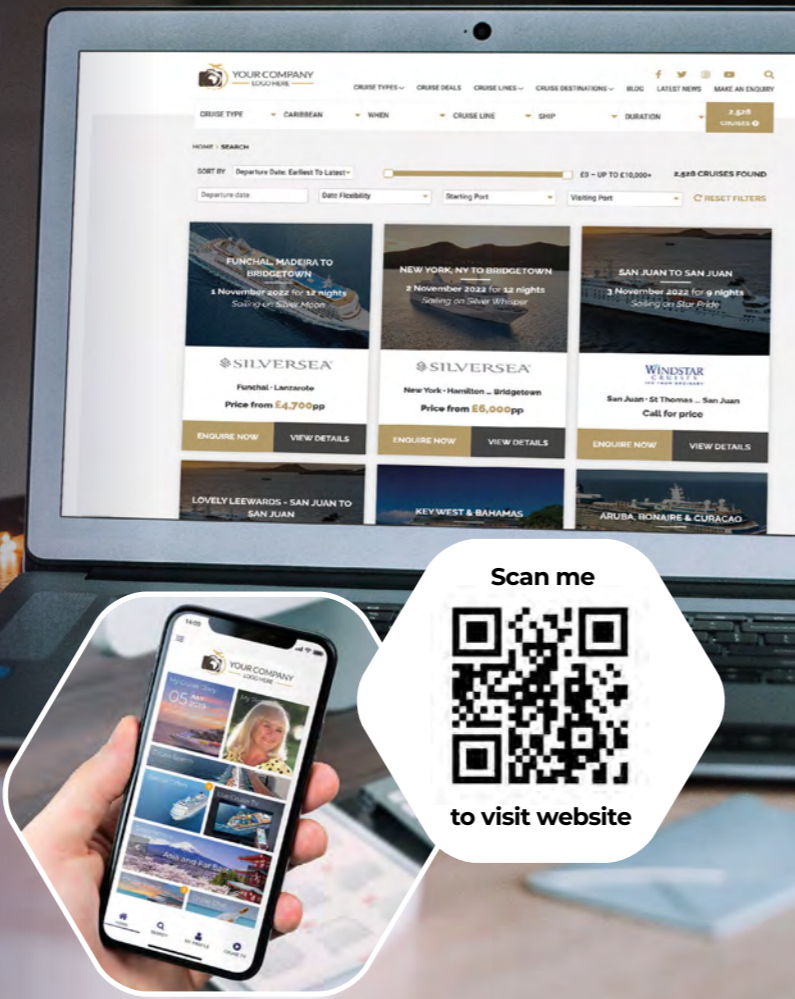
Designed for you; Designed to sell

One tap and a whole cruise customer universe opens up, in one place, delivering cruise inspiration, flights, hotels, excursions and tours, pre-travel extras, on holiday 'wow' features and on-going loyalty programmes - all under your travel agency brand on one integrated App and web platform.

DTMG has the whole leisure travel sector covered and we're used by leading Cruise Agencies & Cruise Lines around the world.



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Around the World



We continued to add to our Destination Factsheet series each month across 2022, and now offer 19.

Each factsheet includes the Top 10 reasons to cruise there, the best time to visit, Top 10 key attractions - including a labelled map of the region - and the key considerations when making a booking in this region.

The current series includes:

- Western Caribbean
- Eastern Caribbean
- Southern Caribbean
- Alaska and West Coast USA
- New England and East Coast
- US East Coast
- South America & Antarctica
- Panama Canal and Mexico
- Western Mediterranean & Canary Islands
- Eastern Mediterranean
- Northern Europe & Baltic
- Norwegian Fjords & Svalbard
- British Isles and Channel Ports
- Middle East (Arabian Gulf & Red Sea)
- Australia & New Zealand
- Galapagos Islands
- Transatlantic & Atlantic Isles
- Exotics River Cruising – Asia
- Exotics River Cruising – Americas and Africa

The Factsheets have moved online to their own dedicated section of the website for ease of access: cruising.org/en-gb/my-clia/eu/destination-factsheets

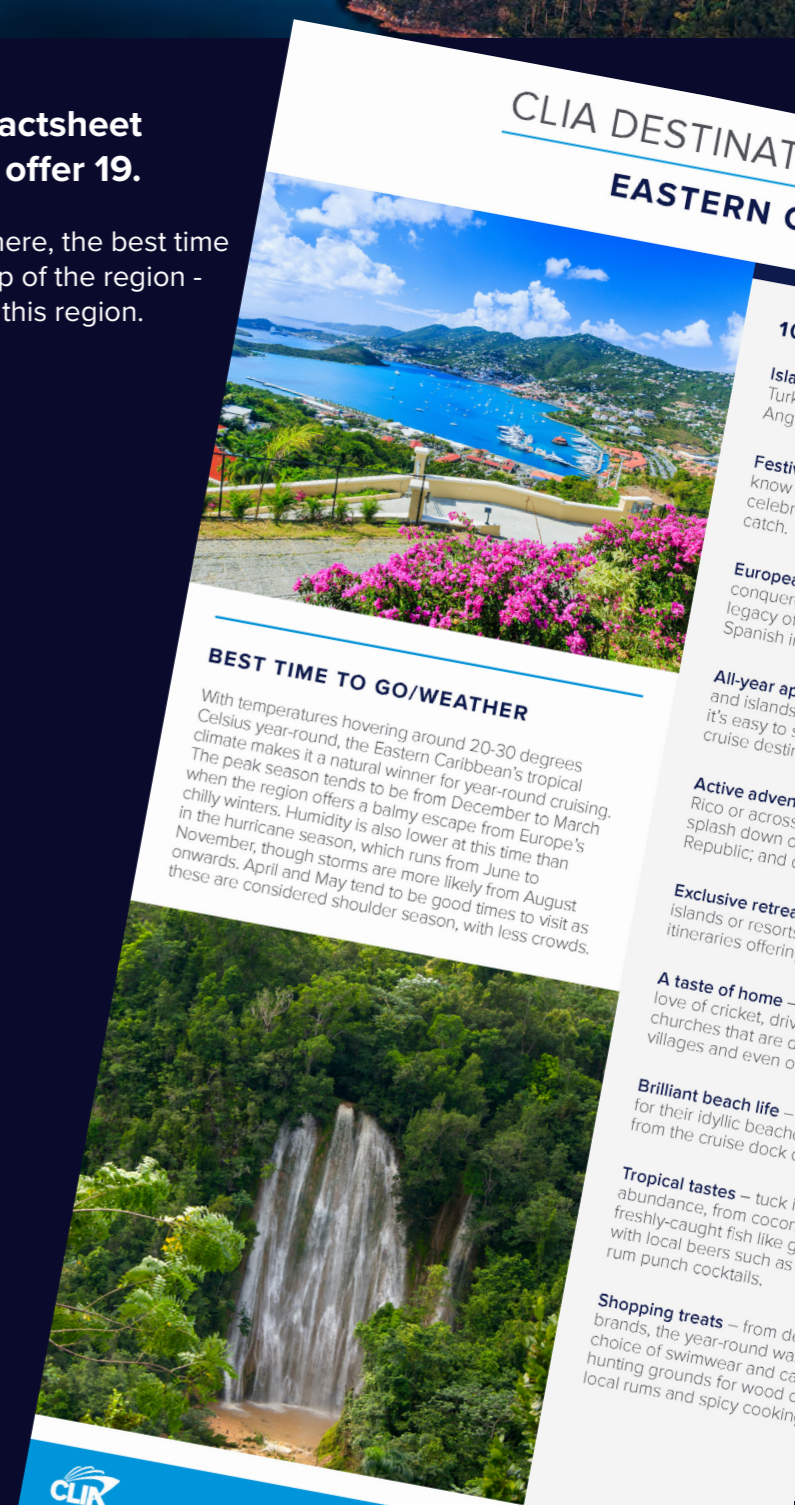
CRUISE TIMES

Read it online at www.cruisetimes.net

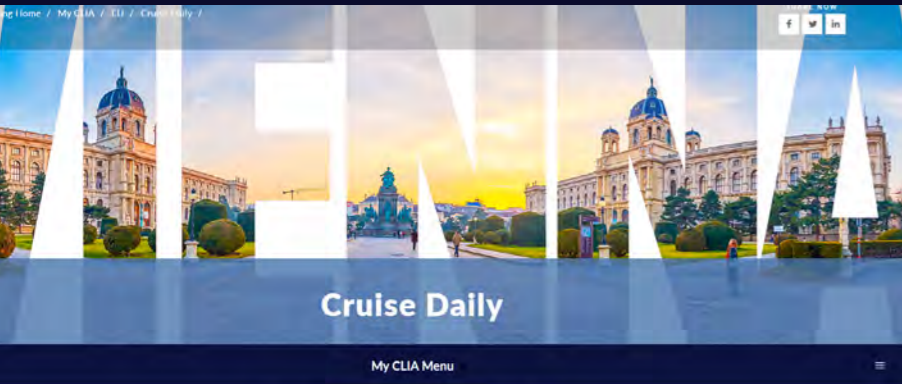
- Exploration of challenges facing the industry
- In-depth analysis of cruise destinations and industry trends
- Expert independent reviews of new ships
- Updates and analysis of newbuild ocean cruise ship orderbook
- Interviews with key cruise industry figures
- Detailed coverage of ocean, river and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

Editor: Frances Gannon
E: editor@cruisetimes.net

Published by: Cedar Productions Limited



New at cruising.org in 2022



KEEPING YOU UP TO DATE WITH CRUISE DAILY

The latest cruise news, industry analysis and opportunities to engage with the CLIA cruise community

The new Cruise Daily page has been created to give you a centralised collection of the latest CLIA and industry news that you'll need to make the most of your membership and grow your cruise sales through knowledge.

Cruise lines also have the opportunity to share engagement opportunities with you directly via our new Trade Sales Noticeboard. We will also ensure all CLIA activity and resources are promoted here to make sure you're not missing anything. Cruise Daily will also allow us to recognise our latest members achieving Certifications, and announce lucky winners of our competitions!

LAST MONTH IN CRUISE

Launched in June 2022, we started a monthly review of the latest need-to-know cruise news and developments.

In the fast-paced world we all work, this ensures you can be confident you aren't missing anything you'll need to remain at the forefront of your game.

Written by Cruise journalist and expert, Sara Macefield – it covers ship launches, deployment information and developments in the onboard experience, spanning all sectors of the industry.

The latest "Last Month in Cruise" article can always be found from the "Cruise Daily" page of cruising.org, with a dedicated archive also available to read back past editions

MEET THE FAMILY - BRAND PROFILES & TRADE CONTACTS

Your one-stop-shop for brand overviews, trade sales contact information and social channels of all CLIA cruise lines & river cruise operators

Fully refreshed for 2022 to bring you a one-stop-shop for getting to know your CLIA member cruise lines and river cruise operators. We've introduced new brand profiles accompanied by a hero image to give you a small introduction and taste of each brand – perfect for newer-to-cruise members to get a feel for the variety available.

Alongside the brand profiles, we detail the contact information of their Trade Sales contacts – as well as listing out key named individuals that you need to know from their teams. To make sure you can build on your knowledge, we have included links to dedicated Trade portals and training they offer directly. The new profiles also include a listing of their social channels that we encourage you to follow on your preferred platforms.



Brand Profiles & Trade Contacts

My CLIA Menu

QUICK LINKS

- A-ROSA River Cruises >
- Amadeus River Cruises >
- AmaWaterways >
- American Cruise Lines >
- APT & APT Travelmarvel >
- Arena Travel >
- Aurora Expeditions >
- Avalon Waterways >
- Azamara >
- Carnival Cruise Line >
- Celebrity Cruises >
- Celestyal Cruises >
- CroisiEurope >
- Cunard >
- Disney Cruise Line >
- Emerald Cruises >
- Explora Journeys >
- Fred. Olsen Cruise Lines >
- Hapag-Lloyd Cruises >
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- Marella Cruises >
- MSC Cruises >
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- Princess Cruises >
- Royal Caribbean International >
- SAGA >
- Scenic >
- Scabour >
- SeaDream Yacht Club >
- Silversea >
- Swan Hellenic >
- TUI River Cruises >
- Uniwold Boutique River Cruises >
- Virgin Voyages >
- Windstar Cruises >

CLIA CRUISE LINES INTERNATIONAL ASSOCIATION

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Welcome to your Cruise Daily!

LAST UPDATED: 26 OCTOBER 2022

As we start to think about the end of the year, and plan for the next, it is important to take stock on any remaining objectives to be achieved so that we can maximise on the opportunities that are coming our way.

As the last few months have shown us, despite the external challenges, cruise remains a fantastic choice of holiday – with incredible service, inspirational destinations and a wonderful onboard experience. And now more than ever, holidaymakers are realising that cruise offers a value for money that is second to none.

TRADE SALES NOTICEBOARD

- Celebrity Apex homeporting in Southampton
- Congratulations to our latest members achieving CLIA Certification!
- *Announcing our CRUISE WEEK 2022 prize winners!
- Emerald Cruises have launched a brand-new training course on their online agent training system, Agent Academy
- Join the Fred. Olsen Cruise Lines Trade Facebook Group for the latest updates
- EMBARC ID – Our October 2022 Winner!

LAST MONTH IN CRUISE (OCTOBER 2022) - WRITTEN BY SARA MACEFIELD

Despite a backdrop of political upheavals and economic concerns, cruise companies are continuing to forge ahead with a wealth of new sailings and enhanced products. What's even more encouraging is the continuing rollback of Covid restrictions – hopefully paving the way for a clear run in 2023.

Covid protocols wound down

In a welcome move, more cruise companies have announced a relaxation of Covid protocols, with Norwegian Cruise Line removing Covid testing, masking and vaccination requirements and Marella Cruises axing pre-cruise testing. Greek line Celestyal Cruises no longer requires guests to show proof of vaccination or recovery, though for the remainder of the 2022 season, guests still need to test before embarkation. Royal Caribbean International has additionally dropped tests for vaccinated passengers on cruises to Greece, following the Greek government's relaxation of restrictions.

READ MORE

Browse Cruise News & Opinion

22 Alaska cruises from Seattle up and Growth predicted for 2023

Norwegian Cruise Line Celebrates Debut in Haifa, Demonstrating Commitment to Israeli Cruise Market

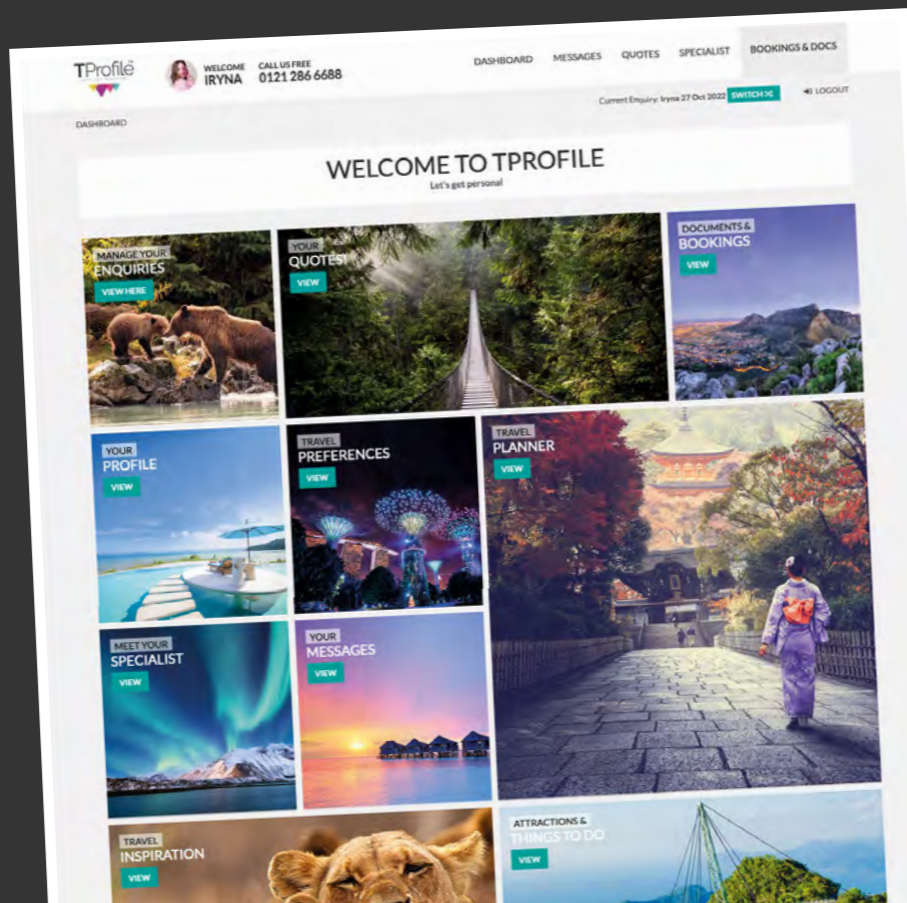
MSC Cruises Takes Delivery of New Flagship, Fun-Filled MSC Seascape

Our Suite Includes:

- ✓ Cruise Search
- ✓ Travel Quoting System
- ✓ Travel CRM
- ✓ Customer Portal
- ✓ Customer App
- ✓ Booking Docs & Vouchers
- ✓ Itinerary Manager
- ✓ Tours search
- ✓ Travel Websites
- ✓ Reporting & Analytics
- ✓ Advanced Customer Personalisation

Contact us for more information or book a demo:

www.tprofile.co.uk



Connecting in 2022

CLIA went to even greater lengths to keep you updated in 2022
– here are some of the webinars we ran across the year

CLIA
WAVE

30
MIN

HALF-WOWERS

**CRUISE
LOVE BITES**
cruising.org

Wave Half-Wowers

January & February 2022

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

We started the year with a new series of Wave Half-Wower sessions. The 30-minute Wave updates were held on Thursday mornings at 09.30am throughout January and February to give agents a quick snapshot of what our cruise lines were offering during cruise's most important booking season.

Each session comprised of 4 cruise line representatives, each with just 6 minutes to provide an update on their offers and promotions in place for Wave 2022.

Cruise Love Bites

Summer 2022

A season of live weekly product updates from our cruise lines.

Summer 2022 saw the continuation of virtual training, with the introduction of our Cruise Love Bites.

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 5 sessions, bringing agents product updates from 20 cruise brands.



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.



Fred. Olsen Cruise Lines

JOY OF THE JOURNEY

Fred. Olsen believe a cruise is different to a holiday. A cruise is about the joy of the journey, as well as the destinations guests can visit, and exploring the world from the wonderful vantage point of the ship and the sea. Our scenic cruising routes are designed to take in all the islands, ports, waterways, lochs and lakes, fjords and interesting seascapes that are out there.

What's more, we have designed five new signature experiences which guests will find on every Fred. Olsen sailing for 2023. Each experience has been created to encapsulate what we think is special about the way we cruise and to allow your customers to get beyond the standard tourist perspective to get the most out of their journey and the destinations they visit with us.



To learn more about the Joy of the Journey, and our new Signature Experiences, simply scan this code with your mobile device.

Sales Support – cruise.sales@fredolsen.co.uk
Trade Marketing – trade.marketing@fredolsen.co.uk
Travel Agent Centre – fredolsencruises.com/agent

Now we're *Following the Sun.*

We didn't just build a cruise; we set out to create a revolutionary way to explore the world.

Combining the luxury of a yacht with the diverse options of a larger ship, our four gorgeous lady ships—Scarlet Lady, Valiant Lady, and, debuting in 2023, Resilient Lady and Brilliant Lady—sail 26 curated itineraries of 2 to 15 nights, visiting over 100 ports across 4 continents.

Onboard, the vibe is relaxed luxe—we've ditched buffets to bring your Sailors fresh flavors and unexpected pairings. They'll dine on churrasco steak and lemon cheesecake at The Wake, mezze-style bites and glasses of rosé in the open air of The Dock, or they'll get their crew together for a lively Korean BBQ free-for-all at Gunbae—all with views of the waves.

And these are transformative travels, with late stays and overnights in captivating destinations like Ibiza, Málaga, Mykonos, Lisbon, San Juan, and our private Beach Club at Bimini, giving your Sailors the opportunity to get to know the real people and real experiences of each destination.

All our voyages are exclusively adult and always include over \$600 in extras, like dining at 20+ eateries, WiFi, essential drinks, tips, and group fitness classes.

Send your Sailors to sea for the vacation of their lifetimes, and we'll take you straight to the bank. As part of our drive to be Brilliant To Do Business With, we offer a compelling commission of 16% on voyage fare (with no NCFs), plus 10% on all pre-voyage sales, like airfare, hotel, and even Shore Things.

Learn more at [FirstMates.com](https://www.firstmates.com)



Now we're
Voyaging



VOYAGES



EMBARCID



Hays Travel Group at RiverView Conference Budapest

2022 saw the second year of the UK and Ireland's EMBARC ID card scheme, available for CLIA Member Travel Agents to purchase for a small charge.

Individual members of the scheme receive a photo ID card which allows them to identify themselves as an official travel agent of the global cruise industry.

In addition to receiving their card, 2022 EMBARC ID card holders were extended an exclusive invite to join CLIA onboard *Carnival Pride* for a ship tour in September and were also eligible for discounted registration to both 2023 Flagship events, the CLIA Conference and RiverView Conference.

2022 Card holders are invited to make use of benefits and offers from eight associated businesses.



EMBARC ID card holders are also entered into a monthly prize draw, and our winners so far have been:

- July 2022 - **Joanne Fellows** – Inteletravel
- August 2022 - **Robert Dunn** – Inteletravel
- September 2022 - **Emma Forrester** – Travel Counsellors
- October 2022 – **Jodi Kerr** – Travel Counsellors

Your EMBARC ID Takeover
A cruise pick-me-up!

Engage more, for less!
CLIA UK & Ireland's EMBARC ID card holders are invited to engage more, for less. This little cruise card is your ticket to discounts on our Flagship events, exclusive ship visit invites, associated business offers and our monthly competition. Plus it's your official recognition as a travel agent of the global cruise industry.

And shhhh.... did we mention?
CLIA Conference 2023 will open for registrations in September, and EMBARC ID holders will receive an exclusive **discounted** link to register **one week ahead** of on-sale. With a number of visit options to choose from, you'll be amongst the first to select your ship preferences.

PURCHASE YOUR CARD NOW

ASSOCIATED BUSINESS OFFERS
Distance in life is crucial, and we feel our EMBARC ID exclusive benefits offer a little something for both your business and your leisure time (and even better, it is almost erasing!).

citycruises
20% discount on sightseeing & dining with City Cruises
Including lunch, afternoon tea and dinner cruises in London, Poole and York

inspiretec
3 month's free travel CRM access
Deliver a seamless experience across all customer touchpoints with our purpose-built CRM system for travel and leisure businesses. A dynamic single view of the customer allows you to create customer loyalty and increase bookings.

LOGIN AT CRUISING.ORG FOR DETAILS OF HOW TO REDEEM

PLUS DON'T FORGET



Immersive Residential Events

Early 2022 saw CLIA's event portfolio extended to offer a number of Residentials.

With limited delegate numbers allowing us to offer more immersive educational experiences, the Residentials offer dedicated time with sponsors and experts to really develop understanding and knowledge of these sectors and their unique selling points.

All Residential events included an overnight stay at the venue to allow more informal, relaxed networking into the evening.

CLIA Luxury Residential 2022 - 3 March **De Vere Cranage Estate, Cheshire**

Speakers included Chris Austin of Explora Journeys, Graham Sadler of Regent Seven Seas Cruises and a Luxury Cruise Expert Panel.

CLIA Expedition Residential 2022 - 5 April **De Vere Cotswolds Water Park**

Speakers included Jos Dewing of Aurora Expeditions and an Expedition Cruise Expert Panel.

CLIA River Residential 2022 - 22 September **De Vere Latimer Estate, Chesham**

Speakers included consumer insight from Mail Metro Media Group, Panel discussions on both Exotics and European river cruising, and Seizing the river cruise opportunity.



YOUR WORLD FROM A NEW PERSPECTIVE

Introducing Vista. A spectacular view to the future. 12 culinary venues offer extraordinary dining experiences. The most spacious staterooms at sea provide unequalled comfort. More staff for fewer guests results in the most remarkable personal service.

Inaugural season itineraries to Europe, the Holy Lands and the Americas present countless opportunities for adventure.

Book Now – Limited space still available.

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Book, spin, win, repeat... with Shine Rewards Club

Did you know that whenever you make a P&O Cruises Select Price holiday booking, you can go to our Shine Rewards Club to play on our 'spin it to win it' prize wheel?

And every spin wins you points you can put towards gifts, beauty products, cinema tickets, experience days and even the ultimate prize: a P&O Cruises holiday.

Spin it to win it? Tell me more...

Shine Rewards Club is our Travel Agent rewards and loyalty website. Every time you spin the wheel, you win guaranteed Shine Points which can turn into rewards.

Scan the QR code to start spinning your bookings on shinerewardsclub.com



Shine Rewards Club



CLIA RiverView Conference 2022 Budapest | 20 – 22 March



2022 saw our inaugural river cruise event on the Danube, welcoming delegates to Hungary's capital, Budapest.

The 3-day event welcomed just over 300 delegates (including 220 agents & Press) and offered up to three nights of accommodation onboard river cruise ships.

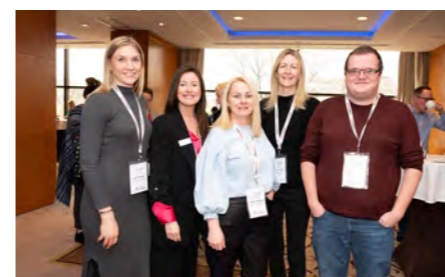
Feedback was positive with the event achieving an NPS score of +89, with 94% of agents Very Satisfied overall and 100% feeling it was very good value for money.



The Conference was supported by 10 ships – and we also worked with the Port authority and Visit Hungary as Headline sponsors.

Over 140 agents sailed on associated FAM trips, either pre- or post- Conference.

The event was used to launch our River Cruise Mentor Program, supporting agents looking to start their river cruise business.



THE UK'S NUMBER 1 TRAVEL DESTINATION



Daily Mail

2.1 million
daily readership

The Mail

2.1 million
daily readership

MailOnline

4.6 million
daily unique visitors

METRO

1.5 million
daily readership

METRO.co.uk

1.8 million
daily unique visitors

i

397,000
daily readership

inews.co.uk

751,000
daily unique visitors

The Telegraph

734,000
daily readership

The Sunday Telegraph

714,000
daily readership



We reach **36.3 million** holidaymakers every month



Our readers account for **73%** of all **travel expenditure**



We reach **70%** of all **cruisers** every month



2 in 3 travellers are yet to decide their holiday destination for 2023



Contact our travel specialists at travel@mailmetromedia.co.uk to discuss how you can access our highly engaged audience

ICON OF THE SEAS

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CLIA Conference 2022 Southampton | 20 – 22 May



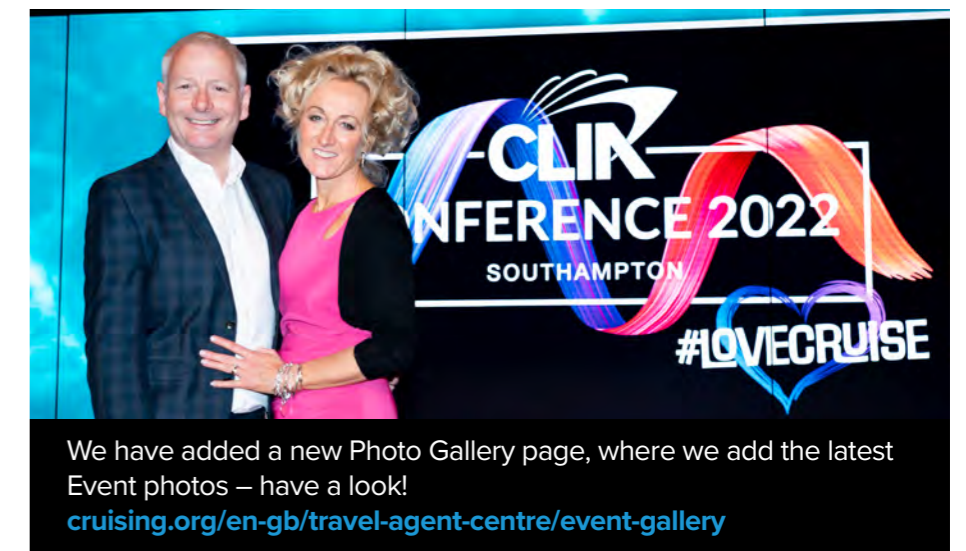
Our flagship Conference returned in May 2022. The three-day event saw delegates hosted on 3 ships with daily Conference sessions onboard – *MSC Virtuosa*, P&O Cruises' *Iona* and Royal Caribbean International's *Anthem of the Seas*.

As one of our first large-scale events to include ship visits, we required both pre-event and onsite testing of all delegates to permit shipboard access.

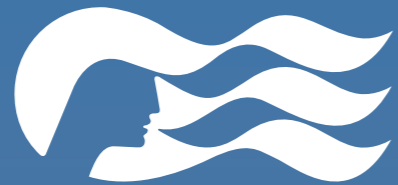
The Conference was a celebration of the diverse range of cruise products available, and our delegates were invited to hear from industry-leading figures and connect with local sales representatives at our Trade fair.

The river cruise community again came together for a We Love River Cruise Party, and all delegates were hosted at a Gala Dinner in the O2 Guildhall Southampton.

We hosted just over 500 delegates in total, with 55 sponsoring companies made up of cruise lines, river cruise operators and associated businesses. Feedback was very positive, achieving an NPS score of +86.



We have added a new Photo Gallery page, where we add the latest Event photos – have a look!
cruising.org/en-gb/travel-agent-centre/event-gallery



PRINCESS®

Introducing Sun Princess

Introducing Sun Princess, the next generation Sphere class ship sailing from February 2024. Sun Princess will be the largest ship in the Princess fleet at 175,500 tonnes, carrying 4,300 passengers to the Mediterranean and Caribbean in her inaugural season and powered by LNG (Liquified Natural Gas).



THE DOME

The Dome is a cutting edge entertainment space inspired by the terraces of Santorini. During the day, The Dome features an indoor/outdoor pool and a unique water feature. By night, the pool becomes a stage, and The Dome completely transforms into an entertainment venue with a South Beach vibe.



CABANA MINI SUITES

The Cabana stateroom features a balcony, a private cabana, unique outdoor furniture and an extra-large private lounge space that lets you take in the fresh sea air. Unwind inside with a separate sitting area with sofa bed and premium bathroom amenities. Enjoy stunning views whatever the weather as we bring the outside in with a private conservatory style cabana.



RESERVE & SIGNATURE COLLECTION

Reserve Collection, includes premium location Mini-Suites and Cabanas, plus exclusive access to a private restaurant and additional luxuries. Signature Collection includes premium stateroom amenities, access to the Signature Restaurant, Signature Lounge and private Signature Sun Deck.



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Join us in 2023



CLIA RiverView Conference 2023

*Sunday 12 – Tuesday 14 March 2023
Vienna, Austria*

2023 will see the RiverView Conference return to the mighty Danube river, hosting our delegates in Austria's magnificent capital city, Vienna.

The event will have a global focus, and is designed to help strengthen your knowledge of river cruising opportunities from around the World.



CLIA Conference 2023

*Friday 12 – Sunday 14 May 2023
Southampton*

Join us at our 15th Anniversary Conference, the largest annual travel agent event of its kind in Europe, including multiple ship visits, conference sessions, a trade fair and a celebratory dinner.

CLIA Conference is an ideal way to see 3 amazing cruise ships over one weekend and get the cruise insight and inspiration needed to grow your sales.

Registration for both Flagship events now open at cruising.org

Exclusive to CLIA Member travel agents



INTRODUCING A BOLD NEW VISION FOR OCEAN TRAVEL

Explora Journeys combines centuries-old seafaring experience with superlative European refinement to deliver enriching ocean journeys that inspire exploration in all its forms. Designed in partnership with the world's foremost superyacht specialists, *EXPLORA I* - the first of six ships in the Explora Journeys fleet - sets sail in Summer 2023.

Remarkable itineraries will blend celebrated destinations with lesser-travelled ports for a memorable journey, allowing guests to reconnect with what matters most; themselves, their loved ones and the world around them. And, with 461 oceanfront suites, they'll enjoy sweeping sea views and a private terrace, as well as sophisticated, varied culinary experiences, four pools, private cabanas, spa and curated entertainment.*

All journeys include high speed unlimited Wi-Fi, access to sophisticated, varied experiences across 18 food and beverage venues including six restaurants, five lounges and in-suite dining, unlimited beverages, fine wines, premium spirits, a welcome bottle of champagne, access to the spa thermal area, on board gratuities and more.

*Experience fee applies to two venues

JOIN OUR COMMUNITY NOW [EXPLORAJOURNEYS.COM/TRAVELAGENTS](https://explorajourneys.com/travelagents)

NET ZERO BY 2050

OUR VISION IS NET ZERO CARBON CRUISING BY 2050 AND CHANGES ARE HAPPENING NOW

Sustainable cruising involves three pillars of action:



Reducing the carbon footprint of ships while they are at berth at sea



Investing in advanced environmental technologies onboard



Partnering with cities and ports on sustainable tourism

The cruise sector is taking a leading role in driving the development of sustainable marine fuels, with an ambition to pursue net-zero carbon cruising by 2050.

We are exploring many paths to achieve our ambition of net-zero carbon cruising. There are an increasing number of vessels launching over the new few years that will be able to incorporate zero-emissions propulsion when available, as well as a growing investment to equip ships to plug in to shoreside electricity where available.

By 2035, all ships calling at ports where shoreside electricity (SSE) is available will be equipped to use SSE, allowing engines to be switched off and effectively eliminating carbon emissions while berthed at port. Where shoreside power is not available, the ships will use available alternative low carbon technologies required by ports.

We continue to set ambitious carbon reduction goals as an industry, and cruise lines are showing the way by partnering with fuel suppliers, shipyards, technology manufacturers and academic institutions to develop new lower carbon fuel sources.

Recent data showed the percentage of travellers who say the cruise industry is a leader in responsible travel is at 51%, a 9% increase over the past year. While this is encouraging, we cannot rest on our laurels, and the industry's advancements in sustainable cruising are critical to our ability to further enhance its reputation, retain loyal passengers and attract new to cruise holidaymakers.

room2 Southampton

the world's first homotel which combines all the comforts and flexibility of your home, plus the best bits of a hotel



Investing in the Future of Cruise

Southampton is home to the first UK Shore Power facility for cruise ships

The Port of Southampton is leading the way in investing in the future of cruise. Continuous investment in cruise infrastructure, the port road network and sustainable technologies (£80 million in the last five years) keeps the Port of Southampton one step ahead of cruise lines' needs and supports the growth of the cruise industry.

The property features spectacular views over Queens Park and the harbour, and the rooms are complete with fully equipped kitchens, large king or twin beds and plenty of space to work and relax. Perfect for a short break by the sea or a family stay.

Guests can enjoy their stays for a full 24 hour period, meaning they can check in at 2pm and check out at 2pm.

room2 Southampton is a place to live, not just to stay.

The homotel is perfectly located, with proximity to the harbour and cruise terminal. Assistance to and from the terminal can be organised by the homotel's dedicated team.



Two of Southampton's cruise terminals are fitted with **Shore Power**. Shore power-enabled ships can now plug in at the port's Horizon Cruise Terminal and Mayflower Cruise Terminal, for zero emissions at berth. Both Terminals have hosted CLIA delegates at past CLIA Conferences in recent years.

Liquefied Natural Gas (LNG) bunkering is available at Ocean Cruise Terminal.

Ocean and Horizon Cruise Terminals both have **roof mounted solar arrays** which can generate a surplus of energy on an average day.



ABP's Head of Cruise, Rebekah Keeler, says:

"We are delighted to have reached this exciting milestone and we are looking forward to working with multiple cruise lines this year as they plug in for zero emissions at berth and make tangible progress towards their own decarbonisation goals. A massive thank you to our teams, partners and customers for all their work so far."



CLIA's travel agent activity is guided by a number of elected cruise line and river cruise operator representatives who make up our Trade Engagement Action Group. Refreshed in early 2022, the individuals work together and meet regularly to develop the resources and content that we deliver online and through our events programme.



One of our focus areas is to support the “new-to-CLIA” and “new-to-cruise” with clearer guidance and clarity on their journey to success. With this in mind, CLIA created a new LoveCruise page on cruising.org which offers a practical checklist of all the ways to make the most of CLIA membership.

Structured by three areas from the Trade Engagement Mission Statement – informing, educating and inspiring – the page explains how CLIA is a one-stop-shop for developing cruise knowledge and growing cruise sales.

STEP ONE: Activate your individual profile at cruising.org

As a first step we encourage all agents to activate their individual profile to access the training and resources available at cruising.org. There is no cost to activate your individual profile - the only requirement is that you are working at a Travel Agency with active CLIA membership or have paid for Homeworker membership yourself.

BE INFORMED

The cruise industry is always evolving and in order to give your customers the best advice, you can remain informed of the latest news, developments and innovations through your CLIA membership. CLIA is here with a selection of resources and tools that we recommend you keep close at hand to keep yourself updated.

It needs your time and commitment, so why not schedule some time each week or even each day so that you can top up your knowledge.

Your membership gives you the best opportunities to remain informed – and here are some suggestions to do just that:

- Check-in regularly to our Cruise Daily page for news, analysis & opportunities
- Get started with our New-to-Cruise Agent Resources
- Browse our Destination Factsheet series
- Take some time to keep up to date with the latest industry news
- Browse the “Cruise & Ship Search”
- Download your copy of the Member-only Cruise Guide
- Member agents receive our weekly eNewsletters
- Stream past episodes of the CLIA Podcasts



BE EDUCATED

With the variety of product and destinations available to your customers, it is vital that you make use of the training available to you. Whether developed by CLIA, a cruise line, or by our partners, there are many ways in which you can utilise your CLIA membership to educate yourself about the cruise sales process, about cruise terminology, destinations and trends.

Here are some things you can do to be educated:

- Work through CLIA Destination and Sales training
- Work towards achieving a CLIA Certification
- Register for cruise line training
- Watch cruise video content from CLIA and our cruise lines
- Join CLIA virtual training
- Work towards #RiverCruiseExpert status with our new River Cruise Program
- Get the best advice directly from cruise industry leaders via the CLIA Trade Engagement Action Group



BE INSPIRED

Whilst keeping yourself informed of the latest developments, don't forget that you are selling a fantastic holiday experience – cruise holidays are the best way to see the world, and there are plenty of ways that these holidays can be showcased to inspire you, and your customers. Through our events and activity across social platforms, we hope to inspire you about the incredible industry you support.

Here are our suggestions in this area:

- Attend CLIA events to network and experience different brands
- Attend industry events to engage with the wider cruise community
- Follow CLIA on social media
- Make contact with CLIA cruise lines and river cruise operators, and engage with their social media channels
- Get inspired by peer-written “Cruising with Confidence” blogs
- Participate in the annual Cruise Week campaign

For members logged in at cruising.org, the page offers direct links to different areas of the website and content:

cruising.org/en-gb/travel-agent-centre/lovecruise



THANK YOU TO OUR PRIZE-GIVERS AND CONGRATULATIONS TO OUR WINNERS

THANK YOU FOR SUPPORTING CRUISE WEEK 2022

From 23 September - 2 October we celebrated CLIA Cruise Week, sharing a wealth of daily content across our social media channels focusing on the worldwide destinations cruise ships visit, delivering exceptional holiday opportunities.

We shared over 100 proactive social media posts on Twitter, Facebook and Instagram, launched a new shareable video, and shared details of all Cruise Week offers and trade incentives.

Cruise articles, features and pull-outs were published in The Star, The Express, The Mail on Sunday and The Mirror, as well as a raft of trade publications.

Thank you for making the noise and interest you have done to champion cruise across the campaign, and please keep talking to your customers about all of the incredible cruise holiday options they have available.

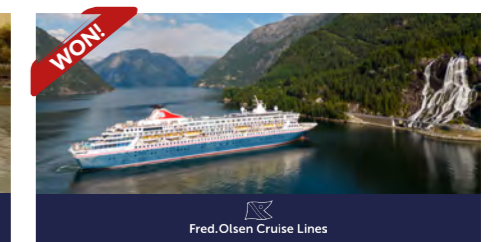
Daily prizes were awarded for the best social media posts related to our daily destination focus and the onboard cruise experience, with our prize winner details all listed on the right.



WON!
CUNARD
 A CUNARD SHORT EUROPEAN CRUISE
 KATE MARSHALL, HAYS TRAVEL PTC



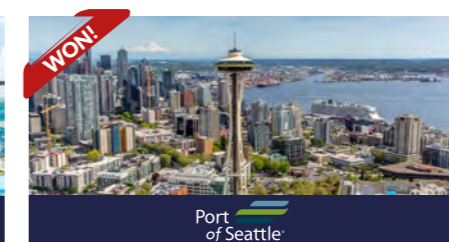
WON!
AMAWATERWAYS
 A EUROPEAN RIVER CRUISE WITH AMAWATERWAYS
 JONATHAN HOWITT, THE CRUISE ROOM



WON!
Fred. Olsen Cruise Lines
 A CRUISE WITH FRED. OLSEN CRUISE LINES IN SUITE ACCOMMODATION
 CAROL KIRKHAM, KIRKHAM TRAVEL



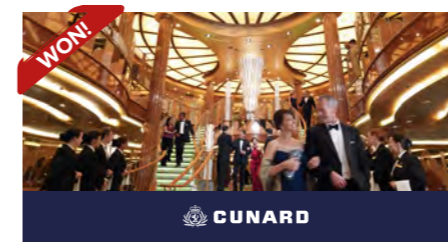
WON!
Carnival
 A CRUISE WITH CARNIVAL CRUISE LINE
 KIERAN MILLER, MAGICAL TRAVELLER



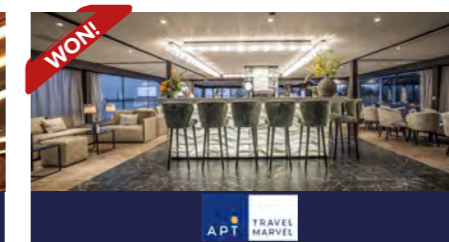
WON!
Port of Seattle
 2 NIGHTS HOTEL ACCOMMODATION IN SEATTLE (4*) AND SEATTLE CITYPASSES
 ALEX MAXWELL-CLARKE, TRAVEL COUNSELLORS



WON!
Celebrity Cruises
 A CRUISE WITH CELEBRITY CRUISES
 ANDREW WALKER, LATITUDE LIFE (NOT JUST TRAVEL)



WON!
CUNARD
 A CUNARD SHORT EUROPEAN CRUISE
 GAYNOR SPEAKMAN, NOT JUST TRAVEL



WON!
APT TRAVEL MARVEL
 A EUROPEAN RIVER CRUISE WITH APT TRAVELMARVEL
 INGRID MURTON, HAYS TRAVEL PTC



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Disney Cruise Line
 A FABULOUS GOODY-BAG FROM DISNEY CRUISE LINE!
 STEPHANIE RAE, TRAVEL COUNSELLORS



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CONGRATULATIONS

TO ALL OUR CLIA MASTERS OF 2022



- | | | |
|---|--|---|
| Lizzie Adamson-Brown - Travel Counsellors | Helen Downie - Merlin Travel Group | Lisa Naylor - Dart Travel |
| Mary Adedeji - Leaders Travel | Katherine Doyle - Bawtry Travel | Christopher Newman - Taking the Strain Travel |
| Gail Albert - All Aboard Ship Ahoy | Lynda Duncan - TravelLynn UK | Brendan O'Connor - Hays Travel PTC |
| Barry Allaway - GoCruise with Barry | Robert Dunn - InteleTravel UK - Robert Dunn | Hennie Opdam - Amondo |
| Dinah Alonso-Wilkes - Travel Counsellors | Susan Forsdike - The Travel Village Group | Lyndsay Patterson - The Travel Village Group |
| Heather Ascroft - The Travel Village Group | Shell Garlick - Cruise Circle | James Pettitt - Curated Escapes Ltd |
| Jessica Aspin - Travel Counsellors | Debra Gedling - Pops Travel | Michael Powell - Michael Powell Consultants |
| Samm Avis - Travel Counsellors | Craig Gibson - GoCruise | Nobengazi Qayiso - InteleTravel |
| Corinna Ball - LoveltBookIt.com | Donna Golland - InteleTravel UK | Donna Read - Baldwins Travel (Tonbridge) |
| Stephen Bellingham - Travel Counsellors | Daniel Hammond - GoCruise & Travel with Tina, Tony & Dan | Tammie Richards - Treasured Travelscape |
| Janice Black (Abbott) - The Travel Village Group | Tina Hammond - GoCruise & Travel with Tina, Tony & Dan | Jacqui Ridler - Paragon Plus Ltd |
| Lynn Boardman - Kyle Travel Services - Barnet Castle Branch | Alex Harding - Not Just Travel | Trevor Ridler - Fred. Olsen Travel - Heathfield |
| Sarah Bolton - Travel Counsellors | Jane Hastings - Jane Hastings Travel Ltd | Emma Sanger-Horwell - Wexas Travel |
| Kevin & Ann Booth - GoCruise - Billinge | Debbie Hill - The Perfect Escapes | Fiona Sarre - Travel Counsellors |
| Beverley Boulton - Broads Travel (Sutton Coldfield) | Kate Hilton - Baldwins Travel (Uckfield) | Lizzi Schrecklinger - Project Paradise |
| Collette Bourner - InteleTravelUK | Denise Hodgson - Travel The World 2 | Alexandre Schwager - Hupla Group Ltd |
| Jane Bowen - GoCruise - Shrewsbury | John Hollingsworth - Travel Counsellors | Wendy Sharp - Baldwins Travel (Maldstone) |
| Julie Breckon - Worldwide Explorer Travel Holidays | Sue Horsepool - For Sure Travel | Gill Simpson - Gill's One Stop Travel Shop |
| Tom Britton - Marble City Travel Ltd | Jonathan Howitt - The Cruise Room | Alison Smirthwaite - AGS Travel |
| Susan Broad - Triangle Travel Ltd - Mortimer | Robert Huish - Rob's Travel Adventures | Eleri Smith - Global Travel Worldwide Limited |
| Donna Brown - InteleTravel UK | Iliyan Ivanov - Cruise.BG Premium | Helen Smith - GoCruise & Travel |
| Lisa Byers - Travel Counsellors | Barbara James - Cruise Holidays UK | Katrina Smith - Travel Counsellors |
| Nadine Cahill - Rainbow Travel with Nadine | Caroline Jenkins - Travel Counsellors | Katrina Stanbank - Sienna Rose Travel |
| Bruce Cairns - Travel Counsellors | Dana Kadarova - Ahoy Family Travel | Jackie Standridge - Spa Travel |
| Stuart Carlson - Cruise1st | Stacey Kennedy - The Cruise Specialists | Gail Stevens - 'Your Destiny' Travel |
| David Celino-Stock - Tickets Travel | Vidya Kesavan - Vidya's Travel Hub | Susan Stevenson - Travel Counsellors Ireland |
| Kate Chamberlain - Cloudberry Travel | Carol Kirkham - Kirkham Travel | Kelly Taylor - Taylor made travel |
| Lisa Charnock - Hays Travel - Ashton-in-Makerfield | Ian Le-Fevre - Travel Counsellors | Rebecca Taylor - Hays Travel - Spennymoor |
| Sally Chilton - Sally Chilton | Gurlie Lonsdale - Not Just Travel | Susan Taylor - TravologyUK |
| Janine Chrispin - The Travel Village Group | Iain Lunt - Barrhead Travel (Livingston) | Richard Terrell - Travel Counsellors |
| Linda Christiaen - Reizen Van Renterghem | Carl Lynch - TLC Holidays | David Tewkesbury - D4B Travel |
| Carmen Ciuchi - WORLD TRAVEL SRL | Catherine Mackey - Travel Counsellors | Lorna Thomson - Gold Medal Travel |
| Walter Colijn - Travel Counsellors | Helen Mahy - InteleTravel | Caroline Treleaven - Travel Counsellors |
| Theresa Connolly - InteleTravel | Joanne Marsh - ROL Cruise | Sharon Trigg - Mundy Cruising Plc |
| Jenny Cookman - Travel Counsellors | Kate Marshall - Kate Marshall at Hays Travel | Diane Ware - The Travel Village Group |
| Lynda Cooper - L C Travel UK | Sara McDonald - Independent Travel Agent | Ian Warren - GoCruise - Leicestershire |
| Dianne Cox - Midcounties Co-Operative - Wolverhampton | Derek McInnes - Epsilon Travel | Tracey Weller - Experience It Now Travel |
| Lisa Croke - Marble City Travel Ltd | Lizelle McKechnie - Zel's Travel | Kit Williams - Silver Compass |
| Jane Davey - Iglucruise.com | Hayley Meades - Mundy Cruising Plc | Alison Woodrow - Addison Travel Ltd |
| Gaynor Davies - Chester Travel Connection | Joanne Mellis - Mellis Memory Makers | Helen Worthington - GoCruise - Woodford |
| Jacqueline Davis - Travel Dreams by Jax | Elaine Meyrick - InteleTravel | Simon Wright - Treehouse Travel |
| Paul Dobson - Merlin Travel Group | Jane Middleton - Authentic Travel Company | |
| Christie Double - Panache Cruises | Kieran Miller - Merlin Travel Group | |



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New Working & Action Groups



In 2022 CLIA reimagined the Working Group structure to provide a wide industry view of the approach that CLIA and the industry could take to better support our travel agent partners.

CLIA UK & Ireland have three Working Groups comprised of key Cruise Line Executives and thought leaders. These experts in the cruise industry offer support to CLIA and provide direction in how we work with our valued trade partners and members.

Our trade working groups have devised a Mission Statement that sums up our support for the trade - To Inspire, Engage and Influence Travel Partners Through CLIA Membership

In 2022, we created a new position for each of our Trade Working Groups, with a Mentor from the CLIA Executive Committee. CLIA would like to thank Jo Rzymowska, Lynn Narraway, Peter Shanks and Robert Scott for their support in mentoring their respective Groups.

CLIA Trade Engagement Action Group

- Chair: Luke Smith
- Deputy Chair: Claire Stirrup

CLIA Specialist Cruise Working Group (Expedition, River & Ultra-Luxury)

- Chair - Janet Parton
- Deputy Chair - John Fair

CLIA Education Task Force

- Chair: Claire Smith

Contact us!

The Trade Engagement Action Group is also available as a travel agent contact service, providing member access to a huge range of expertise and experience in all aspects of the Cruise Industry.

If you would like to contact any of the members of the working group this can be done by emailing: askthetewg@cruising.org



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WINDSTAR KNOWS THE WAY

THEY'VE ALWAYS KNOWN WHERE, AND WHY.
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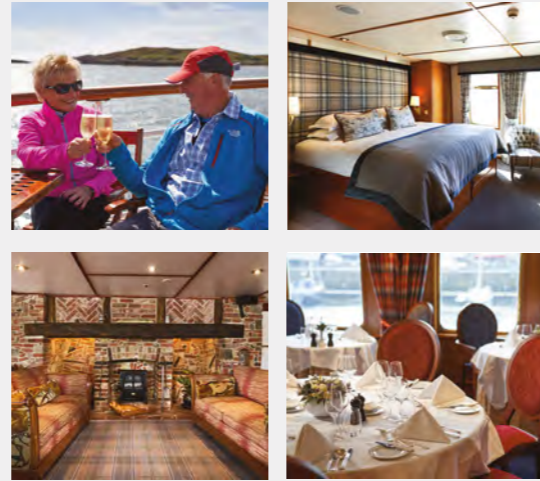
To find your way to Windstar please call 0808 178 2233 or email windstar@cruiseline.co.uk.



For the full list of working groups head to cruising.org/en-gb/travel-agent-centre/clia-working-groups



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