



# YEARBOOK 2023

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## HELLO THERE

Welcome to our 2023 Yearbook

Welcome to the latest edition of the **CLIA Yearbook** – and one that allows us to reflect on an extraordinary year both for the cruise industry, and for **CLIA**.

When I get the opportunity to speak at events with our travel agent colleagues, I very often talk about how there “has never been a better time to sell cruise”. I speak about how the industry has been innovating and investing and creating holidays that meet the need of a growing proportion of the holiday market.

I think we probably all have examples from this year of relatives, or friends, or work colleagues, who have decided to try their first cruise this year – and who have come back as cruise converts. We knew they would love it, and we are just delighted that their first cruise was this year, because it has opened up a whole world of choice for their next holiday.

It is why cruise is one of the most exciting sectors within travel.

And this success is down to you – from our experienced agents who continue to talk ‘cruise’, to those who are new and just starting their own cruise journey – we are grateful for all of your support, for your interest in learning and engaging more, and for the energy and enthusiasm to which you are embracing our industry.

CLIA is here to support all of our travel agent partners – from long-time cruise experts, to new cruise converts, to those even now starting out on their journey – CLIA has the right events, resources and learning to help you build your business.

We have had some amazing events this year covering all cruise sectors, but we have also been transforming our website and packing it with more unique resources than ever. Resources carefully chosen to help support your education, provide insights, and boost sales growth.

We are incredibly grateful to everyone who has supported CLIA and the cruise industry over the past few years – thank you; we are back and in better shape than ever.

Thank you for the support.

**ANDY HARMER OBE**  
Managing Director  
CLIA UK & IRELAND

# FUTURE OPPORTUNITIES

**“It’s fair to say cruise is having a moment,” CLIA Managing Director UK & Ireland Andy Harmer told agents at the association’s Destination Showcase in Porto in October.**

How true. More than 25 ocean and river ships are launching next year, record numbers of Brits are choosing to cruise, expedition is on a roll and the industry is leading the way when it comes to sustainability. It all spells fantastic opportunities for agents to build on already booming cruise sales.



*by Jane Archer*



## Sustainability matters

**It’s a fair bet that agents never thought they’d be learning about fuel, water purification, heat capture systems, shore power or batteries when they started in travel, but understanding these things and how they are making ships more sustainable is vital to reassure the growing number of clients concerned about green issues.**

Silversea, Royal Caribbean International, MSC Cruises, Ponant and Virgin Voyages are among many lines making great strides when it comes to finding clearer fuels – including one-time even successfully running a ship on manure - as the industry works towards a goal of net zero emissions by 2050.

But sustainability is about more than techie stuff. Getting rid of buffets to reduce food waste, sourcing food locally rather than flying it thousands of miles around the world and banning single use plastic are all ways lines are caring for the environment. Virgin gives passengers wristbands made from recycled plastic from the ocean rather than the key cards other lines use.

That’s just the start. Explora Journeys has ships arriving in 2027 and 2028 powered by hydrogen; Norwegian Cruise Line’s last two Prima-class ships, due the same years, will be able to run on green methanol. Ponant has designed a sailing ship to launch 2030 that operates on sun, wind and liquid hydrogen.



**Photo credit:**

Stirling Design International, 3D image of Swap2Zero with Solid Sail technology.

## Expedition comes of age

**Expedition cruising has changed beyond recognition in the past 20 years. Guests no longer have to go in search of penguins, polar bears and icebergs on former Russian icebreakers with dorms and canteen-like restaurants.**

Now it’s all about luxury as companies including Seabourn, Silversea, Swan Hellenic, Scenic and AE Expeditions have entered the market with swanky expedition ships and yachts offering suites, butlers, fine-dining restaurants, submarines and helicopters.

It’s opened fantastic opportunities for agents as these are big ticket holidays that appeal not only to past cruisers, but also adventurous travellers who have never set foot on a ship but have exclusive environments such as the polar regions on their wishlist.

Antarctica tops the leader board when it comes to expedition cruising but there are many other places agents can tempt clients with once they have got the taste for adventure.

Greenland, Svalbard and the Northwest Passage bring their own thrills - and chills. Galapagos is a wildlife wonderland best discovered on an island-hopping cruise. One to watch for 2024 is the Kimberley in Western Australia, which has rapids, reefs and ancient rock art. Seabourn and Scenic debut there next year, joining Kimberley stalwarts Silversea and Coral Expeditions.



# FUTURE OPPORTUNITIES



## Rivers and coasts

**It's not difficult to work out where the smart money is going when betting on river cruise trends in 2024.**

Three river ships are launching on the Douro alone next year – one each from APT Travelmarvel, Avalon Waterways and Riviera Travel; clear testimony of the growing popularity of this Northern Portuguese waterway. Additionally, Saga is rebranding a chartered ship there under its Spirit of the Douro moniker.

Outside Europe, AmaWaterways is launching a second vessel on the Nile and TUI River Cruises is making its debut there as Egypt's comeback continues apace.

Further afield, opportunities are knocking in Columbia, where AmaWaterways becomes the first line to sail the Magdalena River, and the US, where two new American Cruise Lines' coastal catamarans are blurring the lines between river and ocean ships.

All that said, never neglect the Rhine and Danube. They are not only perfect 'starter' rivers for first-timers but have so much to offer that guests return again and again. So no surprise that capacity is increasing on both in 2024.

Amadeus River Cruises and VIVA Cruises have new vessels, while Riverside Luxury Cruises and Uniworld River Cruises are getting two more former Crystal vessels back in the water. A-ROSA has taken on two additional river ships and extending the 2024 season, with the first cruises leaving in late February.



## Wows at sea

**Waterfalls, secret doors, scary slides and a pub that takes guests 20,000 Leagues below the Sea (well sort of). There is no end to the spectacular experiences awaiting guests on six big new ships launching in 2024.**

And boy are they big, holding anything from 2,500 to 7,600 guests. The good news is that big merely means amazing, between them offering a variety of places to eat, drink, play and sleep that cater for all-comers. Families, foodies, couples, active sorts, luxury lovers, past cruisers, first timers, the lot.

Guests on Royal Caribbean International's new Icon of the Seas, can take on Frightening Bolt, the tallest waterslide at sea; on the line's new Utopia of the Seas they can be whisked back to the golden age of train travel in an intriguing new on-board dining experience.

Families will have a ball in the new Coco-themed theatrical restaurant on Disney Cruise Line's Disney Treasure. Princess Cruises' new Sun Princess has an action-packed family zone and magic acts hidden behind a secret door.

To escape kids, look no further than Virgin Voyages' adult-only Brilliant Lady, which will be making an entrance in 2024. Or go on Cunard's Queen Anne. With a large spa and Wellness Café, it's all about the mind, body and soul.



## Love luxury

**A hip roof-top pool and bar with enviable views of far horizons? No it's not London's latest designer hotel, but Silver Ray, a Silversea ship launching next June that is among a cohort of upscale vessels setting a new standard of luxury at sea.**

These vessels count their guests in the hundreds, have fine-dining restaurants, all-balcony accommodation and inclusive prices so passengers are not always putting their hands in their pocket. Between them, they are giving land-based hotels a run for their money, presenting the trade with easy opportunities to switch-sell clients.

Explora Journeys' Explora II has the look and feel of a chic boutique hotel expressly to attract luxury land-lubbers, as well as a collection of restaurants to tempt foodies. All are free bar Anthology, which has rolling partnerships with leading chefs from around the world whose restaurants have months-long waiting lists.

Cuisine occupies the thoughts of most luxury lines, as indeed it does so many luxury travellers. You can dine in Nobu restaurants on Crystal Serenity and Symphony, and indulge in Michelin-inspired cuisine in Chartreuse on Regent Seven Seas Cruises' new Seven Seas Grandeur.

New on Seabourn Quest in January next year, and then rolling out across the classic fleet, Seabourn has Solis, a restaurant serving Mediterranean cuisine inspired by the places its ships visit.



## Destinations to watch

**With ships sailing to all seven continents and visiting hundreds of ports in goodness knows how many countries, it's hard to believe there are any new places for itinerary planners to find. But there are.**

In 2024 Regent Seven Seas Cruises has first-time calls into the Maltese island of Gozo and Melilla, a Spanish enclave bordering Morocco in North Africa (jeep safaris or tours into military tunnels anyone?). Oceania Cruises lists St Helier in Jersey among new close-to-home ports of call, alongside the more exotic Tristan da Cunha and Hambantota in Sri Lanka.

But still it's the Greek Isles and Italy that cruisers crave in Europe, prompting both SeaDream Yacht Club and Azamara to add calls to the Italian city of Taranto new in 2024. SeaDream has also added Crotona in Italy, where tours take guests wine-tasting in a vineyard.

In Croatia, another Mediterranean favourite, Dubrovnik and Split reign supreme but Zadar and the island of Krk, new for SeaDream, are starting to make a mark. In the Baltic, the Latvian capital of Riga and Klaipeda in Lithuania have leapt onto the cruise radar.

'Slower' itineraries with late stays and overnights in ports such as Singapore, Istanbul and Seville continue to trend as guests want to see and do more in the places they are visiting.

## THE DINING OPTIONS YOU CRAVE

À la carte, four-course dinners, continental breakfasts, or al fresco lunch at the Sky Grill. We always set the table using fresh, quality ingredients prepared by expert chefs.

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# Demand for cruise holidays

## Surpasses 2019 levels

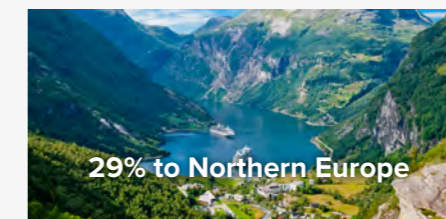
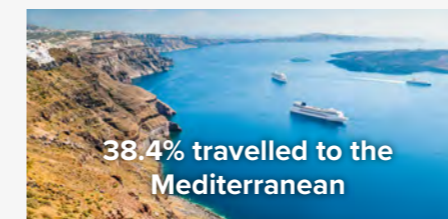
**New data shows UK cruise industry innovating, diversifying, and attracting new holidaymakers. More people open to trying a cruise than ever before!**

### 1.7 million cruises

In 2022 British and Irish holidaymakers took around 1.7 million cruises, up from 479,000 the previous year, with the UK and Ireland markets accounting for 29% of all European source passengers.

### Top Destinations

The Mediterranean remains the number one destination for cruise travellers from the UK and Ireland. The top three destinations in 2022 were:



### Cruise Guest Demographic

- Globally, over a quarter (27%) of those who sailed for two or more nights in the last 12 months travelled in a party consisting of three or more generations, a sign that cruise holidays offer a great experience for all ages.
- The average age of UK & Ireland cruise guests last year was 55.8 years, as cruising continues to diversify and attract holidaymakers of all ages.

### Intent to cruise is stronger than ever

- 85% of cruise passengers from the UK and Ireland say they intend to take a holiday at sea again (a 6% increase from 2019), and 60% will do so in the next two years (up from 53% in 2022).
- Strikingly, 70% of those who have never cruised before would consider a cruise in the next few years (up from 68% in March 2022), showing more people are open to trying a cruise than ever before.



**Ben Bouldin**, Chair, CLIA UK & Ireland, said:

"Cruise lines are always challenging themselves to innovate and diversify, and constantly reinventing the cruise experience. This forward-looking approach is at the heart of the cruise industry's success and is also why we are committed to sustainability. This is a flagship industry for the UK, and these latest figures show that we will continue to contribute to the economy and jobs."



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

"Cruise holidays have once again captured the imagination of the British public. A holiday at sea offers something for everyone, from action-packed experiences and visiting new cultures, to onboard entertainment, and relaxation. And the word is out as we are seeing more people than ever interested to try out a cruise for the first time."

# New Ocean Ships for 2024



**Carnival Firenze**  
Carnival Fun Italian Style

**Guest capacity:** 4,126  
**Class of ship:** Venice class  
**Sailing:** Baja, California & the Mexican Riviera



**Queen Anne**  
Cunard

**Guest capacity:** 3,000  
**Sailing:** Spain & Portugal, British Isles, Northern Europe, Fjords, Iceland, Mediterranean, Canary Islands



**Celestyal Discovery**  
Celestyal

**Guest capacity:** 1,266  
**Sailing:** Eastern Mediterranean/Greek islands



**Icon of the Seas**  
Royal Caribbean International

**Guest capacity:** 5,610  
**Class of ship:** Icon class  
**Sailing:** Caribbean



**Utopia of the Seas**  
Royal Caribbean International

**Guest capacity:** 5,714  
**Class of ship:** Oasis class  
**Sailing:** Caribbean



**Silver Ray**  
Silversea

**Guest capacity:** 728  
**Class of ship:** Nova class  
**Sailing:** Mediterranean



**Disney Treasure**  
Disney Cruise Line

**Guest capacity:** 2,500  
**Class of ship:** Sister to Disney Wish  
**Sailing:** Caribbean



**Explora II**  
Explora Journeys

**Guest capacity:** 922  
**Sailing:** Mediterranean



**Sun Princess**  
Princess Cruises

**Guest capacity:** 4,300  
**Class of ship:** Sphere class  
**Sailing:** Mediterranean



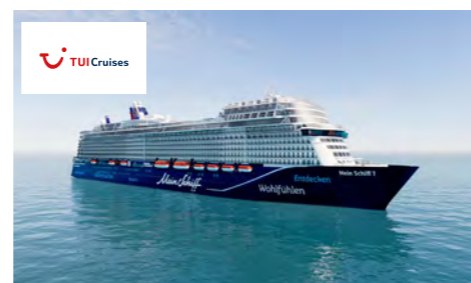
**Brilliant Lady**  
Virgin Voyages

**Guest capacity:** 2,700  
**Class of ship:** Lady Ships  
**Sailing:** TBC



**World Seeker**  
Mystic Cruises

**Guest capacity:** 200  
**Sailing:** Worldwide



**Mein Schiff 7**  
TUI Cruises

**Guest capacity:** 2,900  
**Class of ship:** Sister to Mein Schiff 1 & 2  
**Sailing:** Northern Europe



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# New River & Coastal Ships for 2024



**A-ROSA ALEA**  
A-ROSA

**Guest capacity:** 138  
**Sailing:** Rhine & Moselle



**A-ROSA CLEA**  
A-ROSA

**Guest capacity:** 138  
**Sailing:** Rhine & Moselle



**AMADEUS Nova**  
AMADEUS River Cruises

**Guest capacity:** 158  
**Sailing:** Danube



**MS Porto Mirante**  
Riviera Travel

**Guest capacity:** 118  
**Sailing:** Douro Valley & Salamanca



**Riverside Debussy**  
Riverside Luxury Cruises

**Guest capacity:** 110  
**Sailing:** Holland, Rhine, Main, Moselle & Danube



**Spirit of the Douro**  
SAGA River Cruises

**Guest capacity:** 116  
**Sailing:** Douro



**AmaLilia**  
AmaWaterways

**Guest capacity:** 82  
**Sailing:** Nile



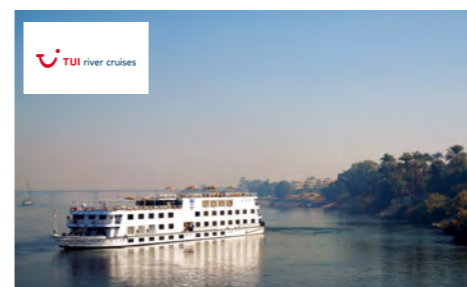
**AmaMagdalena**  
AmaWaterways

**Guest capacity:** 60  
**Sailing:** Magdalena River, Colombia



**American Liberty**  
American Cruise Lines

**Guest capacity:** 100  
**Sailing:** Varied East Coast itineraries



**TUI AI Horeya**  
TUI River Cruises

**Guest capacity:** 148  
**Sailing:** Nile



**S.S. Victoria**  
Uniwold Boutique River Cruises

**Guest capacity:** 110  
**Sailing:** Rhine & Moselle



**American Legend**  
American Cruise Lines

**Guest capacity:** 100  
**Sailing:** Varied East Coast itineraries



**Avalon Alegria**  
Avalon Waterways

**Guest capacity:** 102  
**Sailing:** Douro



**MS Estrela**  
APT Travelmarvel

**Guest capacity:** 120  
**Sailing:** Douro

**NEW** **CLIK**  
**CRUISE COUNTDOWN**  
Profiles of soon-to-launch ships available in our NEW Cruise Countdown at [cruising.org](https://cruising.org)

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At Celestyal Cruises, we believe in creating intimate and personalised experiences for our guests. With our two heaven-sent cruise ships, the Celestyal Olympia and Celestyal Journey, each with its own showstopper presence and atmosphere, we aim to ensure an unforgettable journey for every one of our explorers onboard. Whether it's our 3 and 4-Night vibrant highlights and hideaways trips, or our longer, further afield experiences, such as the amazing Three Continents cultural feast, we're firmly focussed on making incredible memories that last a lifetime. Our philosophy is deeply rooted in our unique Greek heritage, seamlessly blending outstanding hospitality with authentic cultural immersion in each destination.

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UK Country Manager  
j.reid@celestyal.com



Penny Moschidou  
Trade Support Executive  
p.moschidou@celestyal.com



Suzy Pettitt  
Trade Support Executive  
s.pettitt@celestyal.com

Email the team: [tradesupport@celestyal.com](mailto:tradesupport@celestyal.com)

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## CLIA Podcasts

### 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 [cruising.org](http://cruising.org), Apple Podcast or SoundCloud, where the Podcast regularly expands on the content presented in the weekly news round-up.

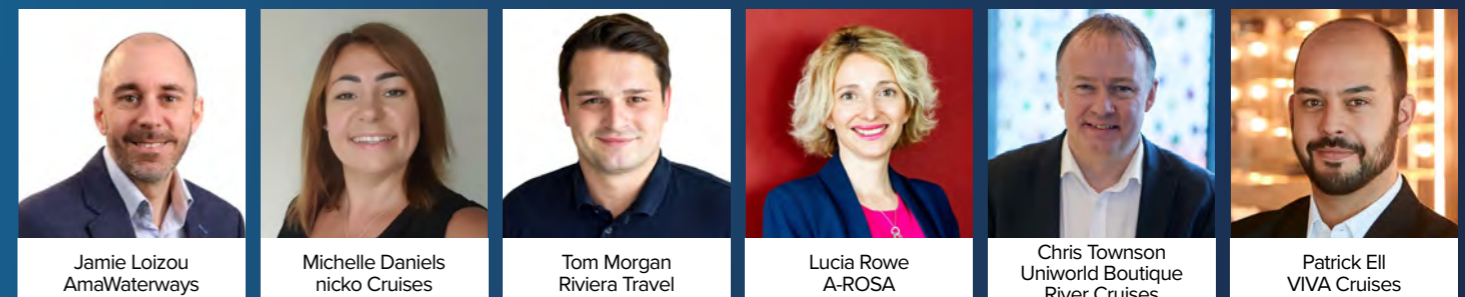
Each episode consists of several segments discussing industry trends with key figures in the world of cruising, from cruise line executives to journalists, bloggers, influencers and other industry players.



### Ocean Cruise Podcast - 2023 guests have included:



### River Cruise Podcast - 2023 guests have included:





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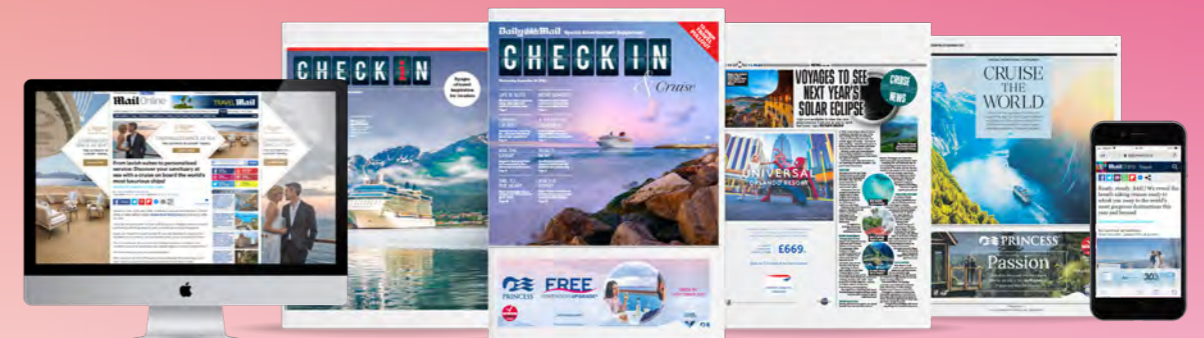


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## CLIA launches Sustainability Toolkit

CLIA has launched a new, online sustainability toolkit, the interactive resource showing how the cruise industry is advancing its sustainability agenda. The new toolkit contains a raft of information including materials that can be downloaded and shared, such as ship infographics, posters, maps, reports, statistics, case studies and much more.

As well as featuring the various environmental innovations being introduced onboard cruise ships, the toolkit includes good practices and examples of cooperation between cruise lines, local businesses, ports, and authorities. The toolkit also contains profiles of key European cruise markets including France, Germany, Italy, Norway, and Spain. We will be adding new markets and content in a second edition that will be launched later next year.

You can access the toolkit at:  
[www.cruiseinfohub.com](http://www.cruiseinfohub.com)



## CLIA launches new Sustainability Hub at cruising.org

To further encourage interaction with the topic of sustainability, we have created a new Sustainability Hub at [cruising.org](http://cruising.org), where we will house all of the relevant agent resources and updates in one place.

### Online currently:

- Key take-away messaging that we feel are relevant for our member agents to know and communicate to their customers.
- The latest news releases from our CLIA cruise lines & river cruise operators
- Reports or presentations on sustainability from our CLIA cruise lines & river cruise operators

The page can be found here:  
[www.cruising.org/en-gb/Sustainability-UK](http://www.cruising.org/en-gb/Sustainability-UK)

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## New "Itinerary Experience" Factsheets

This new set of factsheets will supplement our existing Destination Factsheets to paint the full picture, adding more practical information on how the destinations fit within some of the most popular cruise itineraries.

The series will cover some of the most common cruise itineraries and what guests can expect. If you've not sailed on these itineraries, these will offer the perfect introduction.

Available online now:



### CLIA ITINERARY EXPERIENCE FACTSHEET EASTERN CARIBBEAN (EX. MIAMI)

#### ITINERARY - 7 NIGHTS

- Day 1: Departing Miami
- Day 2: At Sea
- Day 3: Puerto Plata
- Day 4: St Thomas
- Day 5: San Juan
- Day 6: At Sea
- Day 7: Nassau
- Day 8: Disembark Miami



Key port:  
MIAMI



# Cruise & Ferry

## Update from Nikola



Hello Everyone

What an incredible journey 2023 has been. I am absolutely thrilled to share with you the inspiring story of our membership growth this year.

As we rallied around the vibrant call to action, #BePartOfIt, your enthusiastic response has been nothing short of remarkable. Our key metrics are a testament to this success: a phenomenal 45% increase in daily web user engagement and a significant rise in active profiles, soaring from 7,000 to an impressive 9,500. This is a clear indication of how resonant and impactful our message has been, and it's all thanks to your dedication and involvement.

The excitement doesn't stop there! The ripple effect of this enthusiasm is clearly visible in our accredited training programs which has witnessed an unprecedented influx of agents. While last year we celebrated 126 Master level agents, this year we've soared to over 230, with more logbooks still rolling in.

This growth is not just a number - it's a reflection of the commitment and eagerness to excel that each one of you has shown.

Looking forward to 2024, our vision is set on maintaining this incredible momentum. We aim to continue driving enrollments in our accredited training programs, focusing on equipping an ever-growing number of agents with the skills and knowledge necessary to boost cruise sales. I am filled with excitement and optimism as I think about what we can accomplish together in 2024. Our strategy hinges on continuous collaboration and engagement, because remember, #WeCruiseTogether.

Let's take a quick glance at the achievements for 2023 accredited training;

- **Accredited:** From 302 to 1,348, an astounding increase of 346%.
- **Ambassador:** Grew from 74 to 349, marking a remarkable 371% surge.
- **Master:** Leapt from 126 to 234, an impressive growth of 85%.

Across all levels, that is an overall increase of 285% from last year.

This journey of growth and success is just beginning. Here's to continued success and collaboration, reaching new heights, breaking more records, and continuing our fantastic journey together in 2024.



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- 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](mailto:editor@cruisetimes.net)

Published by: Cedar Productions Limited



## CLIA Cruise Master Award 2023



We are delighted to congratulate Jonathan Howitt of The Cruise Room for winning the CLIA Cruise Master Award 2023 at the Travel Weekly Agent Achievement Awards. We applaud his contribution to the industry and dedication for completing the required training to achieve the status of CLIA Master.

### COULD YOU BE OUR CLIA CRUISE MASTER AWARD WINNER OF 2024?

Member agents who have achieved or refreshed their Master level Certification will be able to nominate themselves again in 2024 (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

Nominations for the 2024 Cruise Master Award will open following the CLIA Conference in May 2024.

## 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.



[www.digitaltravel.io](http://www.digitaltravel.io)





YOUR VOYAGE TO RECOGNITION AND REWARD

## Start shining with Cunard

### What is Shine Rewards Club?

Shine Rewards Club is all about rewarding you for your hard work. From making a Cunard Fare booking, to joining our webinars and testing your knowledge on quizzes, you'll always earn Shine points.

### How can I spend my Shine points?

You can buy vouchers for retailers, including M&S, ASOS and The White Company. We've updated our policy and you can now use any amount of Shine points you have to pay towards your next voyage.

Try our brand new Cruise with Cunard calculator on Shine Rewards Club to see where your Shine points can take you.



For more information visit [Shinerewardsclub.com](https://shinerewardsclub.com)

### What are Shine points?

At Shine Rewards Club, Shine points can be used to treat yourself to a host of rewards. Shine points are valid for 2 years, and points you earn from Cunard or P&O Cruises will be combined.

### What else is available at shinerewardsclub.com?

The latest news, training and details about Cunard promotions are all available at Shine Rewards Club.

# Meet our ChooseCruise Bloggers

For more details on all of our CruiseCruise Bloggers please head to [cruising.org](https://cruising.org)



**ALICE ANNE**  
Alice Anne



**AMY & JACK GUEST**  
For The Love Of Cruise



**CATHY ROGERS**  
portExplore / Cruise Addicted



**EMMA WATTS**  
Cruise Addicted



**GEORGE GRIFFITHS & DANIEL MUGFORD**  
George & Dan



**IAN LYONS & ALISON THROWER**  
Ageless Curiosity



**JAY CANNON & DANIEL WAILING**  
Sail Away With Dan & Jay



**JENNI FIELDING**  
Cruise Mumy



**JENNY COOKMAN**  
River Cruising with Jen



**KATHY TAYLOR**  
Cruise Lowdown



**KEN & LINDSEY STONE**  
Kengoescruising



**LAURA PEDLAR & CRAIG SHAW**  
Cruise Lifestyle



**LIZZY**  
Travels With Lizzy Lou



**LOIS PAYNE**  
No Cruise Control



**LUKE KENNIFORD & GAVIN PHILLIPS**  
Cruise Monkeys



**MARK AND LINZI COWGILL**  
Suite Natured



**MATTHEW GILBERT**  
Cruising With Matthew



**MIRIAM WEEDA**  
Cruisereiziger



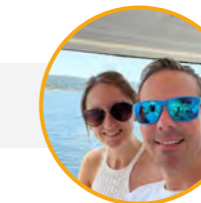
**LAUREN MURPHY**  
Are They Ever Home



**PAUL MORGAN & CAROLE MORGAN-SLATER**  
Paul & Carole Love to Travel



**RICHARD AND HELEN**  
Visit With Us



**SABINA & ANTHONY COLEMAN**  
Cruising Coleman



**STEPH**  
Cruise With Amber



**TOM AND DOM**  
Tom & Dom Travel



**TOM DUBBER & SCOTT WILKINSON**  
Vitamin Sea UK



**TOM, RACH, ALICE & ERNEST**  
Cruising with the 4bs



**TRISTAN & JUSTIN ROEBUCK-TRULL**  
Cruise Buoys



MEMBER 2024



Less than a year to go until Queen Anne sets sail



Queens Room



Panorama Pool Club



Bright Lights Society

Due to grace the seas in May 2024, Queen Anne will be the finest ship of its era. Our 249th addition to the fleet will inspire guests with a blend of classic and contemporary, and extend the Cunard Line for future generations.



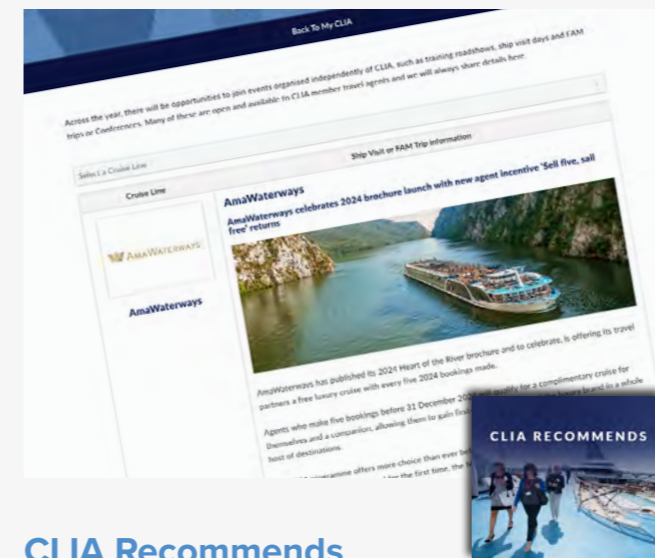
For more information visit [Shinerewardsclub.com](https://Shinerewardsclub.com)

# Exclusive Incentives

Rewards and opportunities



There are two key areas of [cruising.org](https://cruising.org) that we encourage you to check back to regularly. They are where we share all opportunities for you to engage with our cruise line and river cruise operators - often chances to get onboard with them!



## CLIA Recommends

Key opportunities to engage over the year - usually programmes with multiple dates or incentives running over a longer period of time

- Ship Visit programmes
- FAM Trips or Agent Rates
- Training Roadshows
- Travel Agent Incentives or competitions to reward bookings



## Trade Sales Noticeboard

Located as part of the [Cruise Daily](https://cruising.org) page, the Noticeboard is where you will find smaller, time-sensitive updates

- New training modules, trade resources or brochures launched
- Competitions - and winner announcements
- Upcoming Webinars
- Reminders of opportunities with CLIA

# So many options to sail from Barbados!



WITH MORE CRUISES THAN EVER BEFORE CHOOSING TO BEGIN AND END THEIR VOYAGES IN BARBADOS, YOU WILL REALISE THAT GETTING IN AND OUT OF THE ISLAND IS CONVENIENT, EASY AND HASSLE-FREE.

Barbados is pleased to welcome cruise visitors to our shores to experience all the island has to offer. The vast number of attractions and experiences in Barbados encourage longer stays – more than just a few hours in a single day can fulfil. The longer the cruise stay and island encounter, the greater the chance to celebrate Barbados with its people, beautiful landscapes, food, rich heritage and beaches too.

They are 17 Homeporting Lines to choose from:

- Windstar
- Seabourn
- Silversea
- Sea Cloud
- Sea Dream
- Oceania
- Scenic Luxury Cruises
- Tradewind Voyages
- Regent Seven Seas
- P&O Cruises
- TUI UK
- TUI GmbH
- Star Clipper
- Ritz Carlton Yacht Collection
- MSC
- Aida
- Explora Journeys

Contact your travel agent for booking information on our pre and post cruise packages.



- @Barbados
- Visit Barbados
- @visitbarbados

## The SPECIALIST CRUISE Collection

CLIA members are invited to join our dedicated "Specialist Cruise Collection" LinkedIn Group - created for CLIA travel agents who wish to keep engaged with Specialist Cruise trends and insights, and keep up to date with Expedition, Ultra-Luxury, River and Yacht & Sail cruise.

### Expedition Cruising


### Ultra-Luxury Cruising


### River Cruising


### Yacht & Sail Cruising

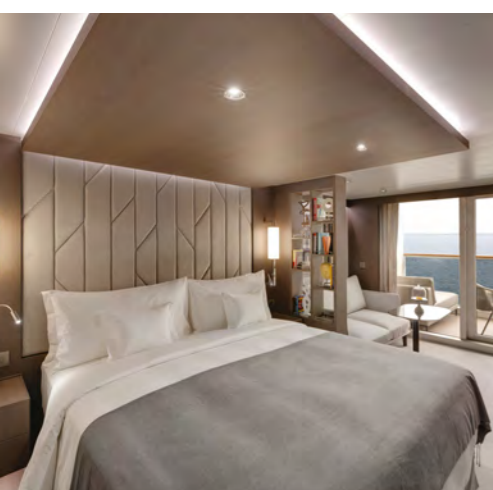



# CRUISE NEWS

BROUGHT TO YOU BY **CLIK**

## Weekly Newsletter

GET THE LATEST CRUISE NEWS



### Discover THE OCEAN STATE OF MIND

Immerse yourself in Explora Journeys, the newest and most stylish European lifestyle brand that is redefining ocean travel for the ultimate ocean experience.

#### JOIN OUR COMMUNITY

We have designed an online resource just for you, called the **Explora Travel Advisor Centre**.

This platform was created with extensive travel advisor input in order to ensure that it offers seamless management of our shared efforts.

Visit our **Travel Advisor Centre** for 24/7 access to the following:

- **Booking Suite** – Search and book journeys, select suites, access fares, generate options and quotations;
- **Marketing Suite** – Access digital and print assets designed exclusively for you and your clients, including banners, brand booklets, image library and more;
- **Headlines** – A useful point to make it easy for you to know all our latest news;
- **Knowledge Suite** – Giving you access to a variety of topics, to equip you to tell the Explora Journeys story, and generate a go-to-market action plan – just updated with new training chapters;

**REGISTER AND JOIN OUR COMMUNITY AT  
EXPLORAJOURNEYS.COM/TRAVELADVISORS  
OR CONTACT 0800 014 8486**

**All members with an active profile at [cruising.org](http://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](http://cruising.org)

**Get the CLIA  
Weekly Newsletter  
by activating your  
profile at  
[cruising.org](http://cruising.org)**



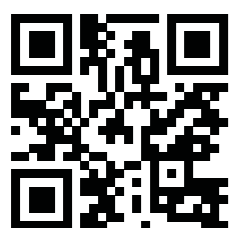


#VISITGIBRALTAR



# GIBRALTAR

THE JEWEL OF THE MEDITERRANEAN



## Why choose us?

- Established, quality cruise facilities
- A wide choice of shore excursions
- Excellent international communications
- Broad spectrum of marine services
- Competitively priced bunkers delivered by quality operators, including LNG.

## Gibraltar. Your home from home.

For further information call:

**Gibraltar Tourist Board**  
**+350 200 74950**

or visit our website:

**www.visitgibraltar.gi**

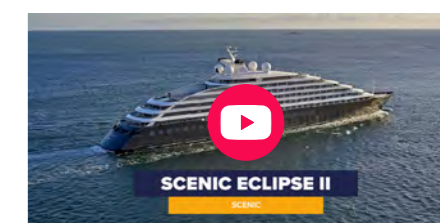
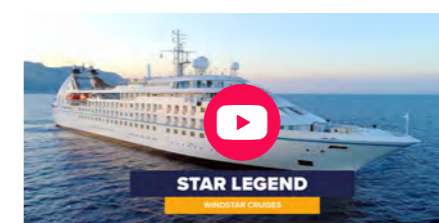
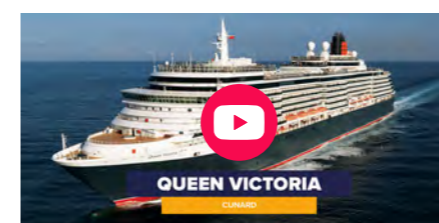
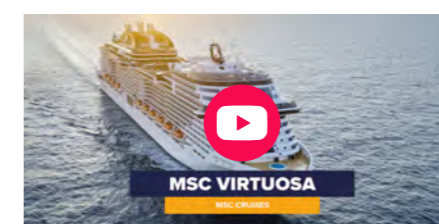
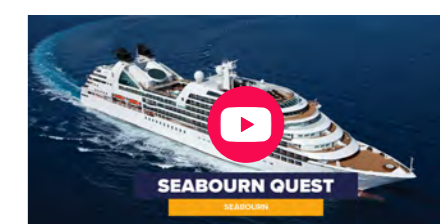
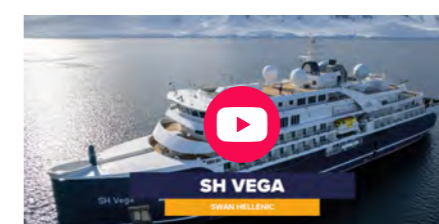
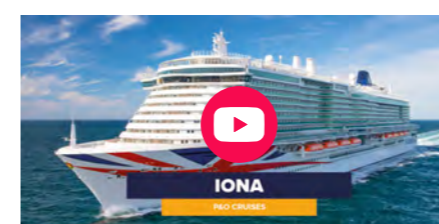
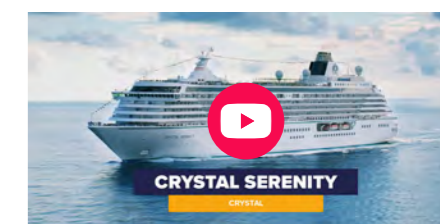
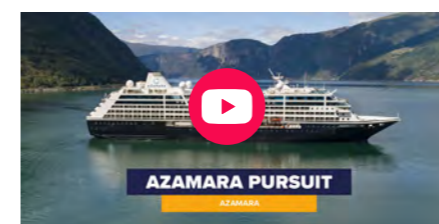


## Virtual Ship Tours

**There is little that can beat getting onboard ships to experience them for yourself – however in these busy times it's not always possible to be there in person.**

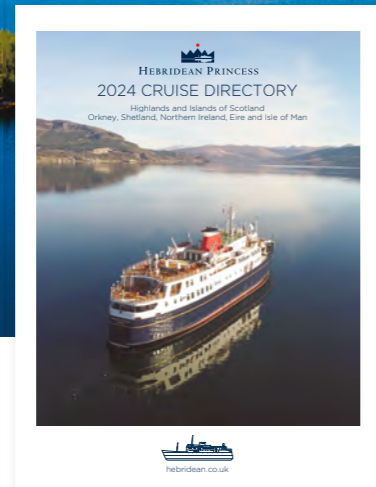
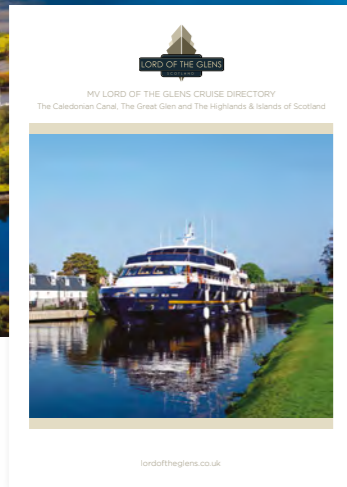
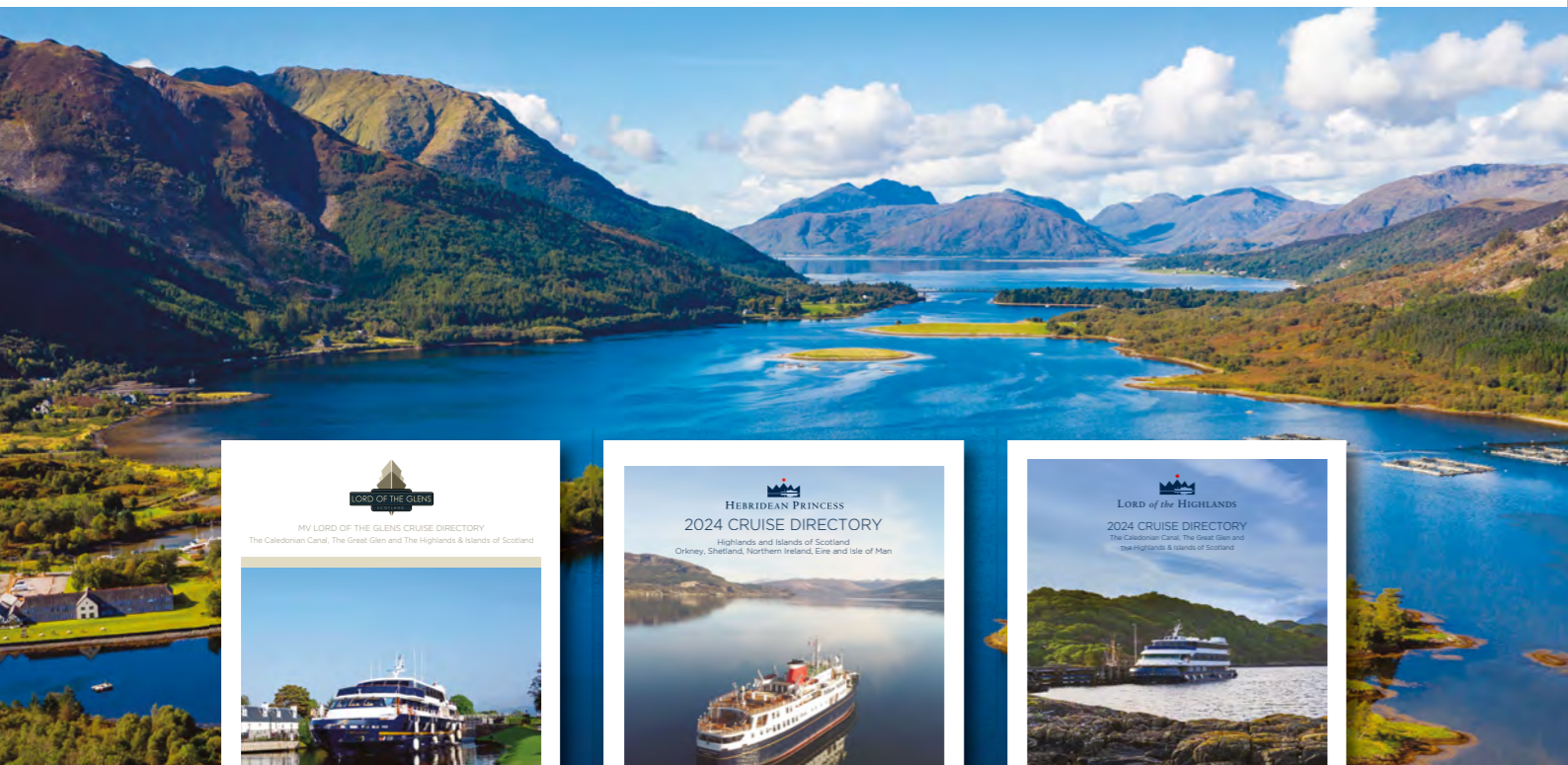
To bring you as close to the ships as possible without leaving your laptop, we've got onboard to record a new series of Virtual Ship Tours - bringing you need-to-know information all in around 10 minutes per ship – visiting key dining and entertainment spaces, discussing unique selling points and giving you a great feel for the ship from our commentary and footage. We've got a fantastic selection of 12 videos currently available – many of them ships that frequently depart from UK-ports.

Available at [cruising.org](https://cruising.org)





HEBRIDEAN ISLAND CRUISES



## WHERE SMALL MEANS PERSONAL

Hebridean Island Cruises is perhaps one of the world's most unusual cruise companies – our recipe for holidays afloat is simple – we create unique experiences for few a people and never something ordinary for a crowd.

We have flown in the face of current fashion by only ever operating small ships.

Whilst today's mega-vessels may suit the mass market, there will always be a place for ships that are small and personal.

Our fleet comprises of just 3 ships – each dedicated to providing the finest holidays afloat around the Western Isles of Scotland and The Caledonian Canal – and all providing an extraordinary level of service that is the hallmark of Hebridean Island Cruises.

Whatever your choice from our range of cruises, they all include fascinating shore excursions, always organised with precision and often to places accessible only to private yachts. And when back on board our chefs create imaginative menus using the freshest ingredients available.

**Hebridean Island Cruises Limited is an independently owned British cruise company.**

Reservations: 01756 704704 • [hebridean.co.uk](http://hebridean.co.uk) • [lordoftheglens.co.uk](http://lordoftheglens.co.uk)

# A World of Destination Factsheets



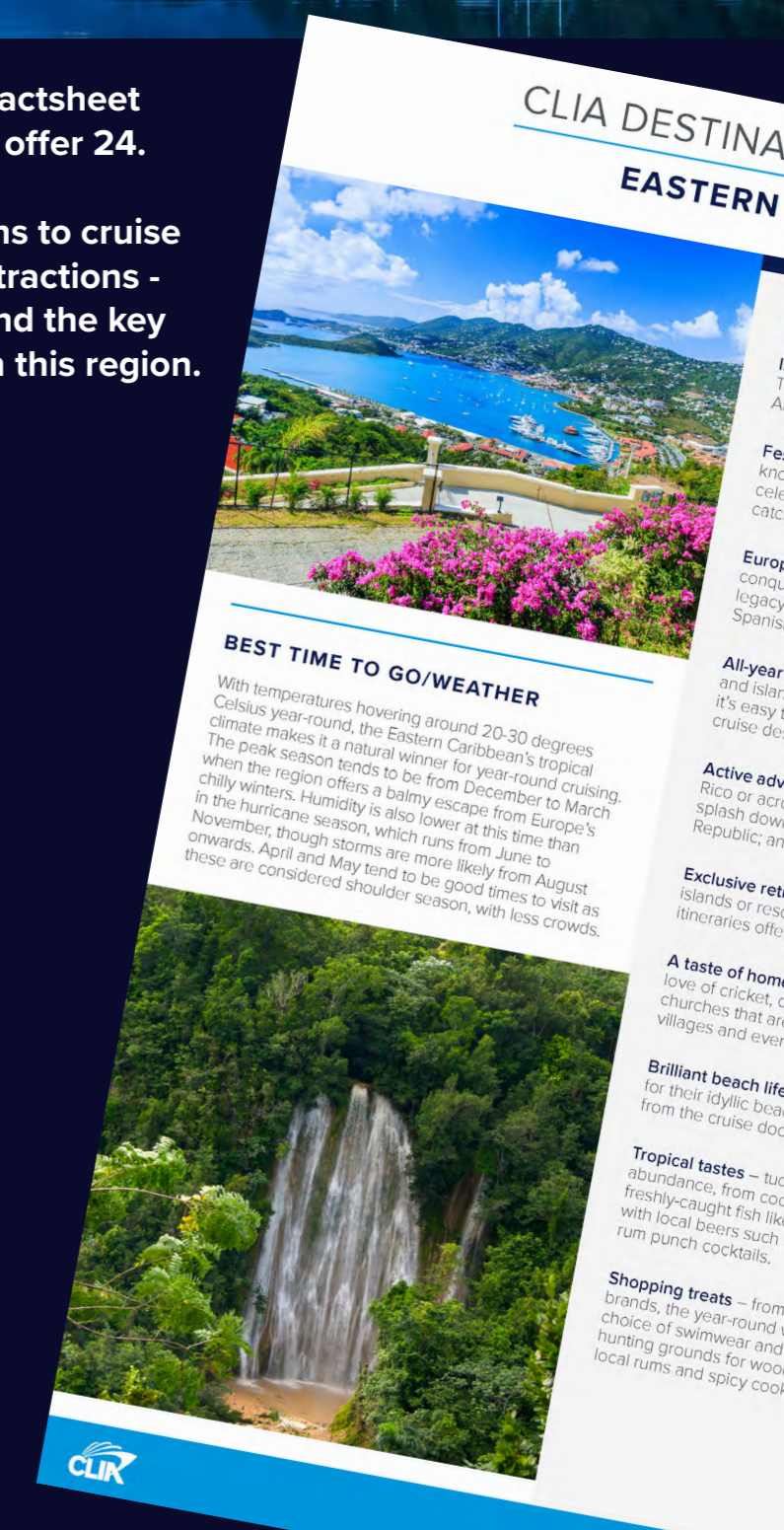
We continued to add to our Destination Factsheet series each month across 2023, and now offer 24.

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
- West Asia
- East Asia
- Africa & Indian Ocean
- World Cruises & Grand Voyages
- Pacific Islands & Hawaii

Download the whole collection from the [Destination Factsheets section of cruising.org](http://Destination Factsheets section of cruising.org)



CLIA DESTINATION EASTERN

### BEST TIME TO GO/WEATHER

With temperatures hovering around 20-30 degrees Celsius year-round, the Eastern Caribbean's tropical climate makes it a natural winner for year-round cruising. The peak season tends to be from December to March when the region offers a balmy escape from Europe's chilly winters. Humidity is also lower at this time than in the hurricane season, which runs from June to November, though storms are more likely from August onwards. April and May tend to be good times to visit as these are considered shoulder season, with less crowds.

A taste of home  
love of cricket, churches that are villages and ever

Brilliant beach life  
for their idyllic beach from the cruise dock

Tropical tastes – tu  
abundance, from coc  
freshly-caught fish lik  
with local beers such  
rum punch cocktails.

Shopping treats – from  
brands, the year-round  
choice of swimwear and  
hunting grounds for woo  
local rums and spicy cook



# MORE WONDER



VISITQATAR.COM

visit  
QATAR

Celebrity **X** Cruises®

THIS IS  
**CELEBRITY APEX®**  
SAILING FROM SOUTHAMPTON  
MAY 2024

THIS IS A CELEBRITY CRUISE LIKE NEVER BEFORE.  
A HOLIDAY WHERE NOT A SECOND IS WASTED.

On board Celebrity Apex® guests will find a unique dining experience at every meal, innovatively designed spaces at every turn, unparalleled views at every level, and unforgettable entertainment every evening. Ashore, they can indulge their curious side in multiple destinations in just one voyage, from the serene beauty of the Norwegian Fjords to a sun-drenched Mediterranean beach.

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@CELEBRITYCRUISES.COM

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IRELAND: 1800 932 611

# New CLIA Cruise Lines in 2023

Head online to the Brand Profiles for more information and trade contacts of these and all CLIA cruise lines and river cruise operators



**CRYSTAL**

**CRYSTAL**

**Andrew Magowan**

Vice President Sales – UK, Europe, Middle East & Africa  
amagowan@crystalcruises.com | www.crystalcruises.com



**RIVERSIDE LUXURY CRUISES**



**Jon Knight**

Head of Sales, UK & Ireland  
j.knight@riverside-cruises.com | www.riverside-cruises.com

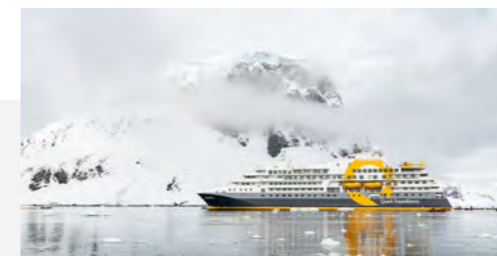


**RIVIERA TRAVEL**



**Thomas Morgan**

Head of International Sales  
thomas.morgan@rivieratravel.co.uk | www.rivieratravel.co.uk



**QUARK EXPEDITIONS**



**Sarah Schlederer**

UK Business Development Manager  
sarah.schlederer@quarkexpeditions.com | www.quarkexpeditions.com



**TAUCK**



**Tom Dumbrell**

National Account Manager  
Tdumbrell@tauck.com | www.tauck.co.uk



**VIVA CRUISES**



**Philip Großebörger**

Key Account Manager  
sales@viva-cruises.com | www.viva-cruises.com

IF ONLY...  
TRAVEL MADE BEAUTIFUL

# Luxury Cruise COLLECTION

At If Only, we pride ourselves on transcending 5 Star by completely curating ocean cruise itineraries from start to finish. Using only the most exclusive cruise lines, iconic hotels, signature experiences and luxury transfers, combined with the world's most exhilarating destinations, we've crafted a bespoke compilation of cruise itineraries unrivalled in their prestige and exclusivity.

Newly added to our luxury cruise programme for 2023 is European and River cruise.



Call our luxury specialists on 0141 955 4000



## Connecting Virtually in 2023



CLIA went to even greater lengths to keep you updated in 2023, here are some of the webinars we ran across the year



### CLIA Bootcamp

Our CLIA Bootcamp sessions offered 30 minute updates across January and February, welcoming 4 brands per session as they took us through all we needed to know about their offers and promotions available during WAVE 2023. Across the 7 sessions, we welcomed 27 brands.



### Summer School

Our Summer School sessions offered hour-long updates across July and August, welcoming 4 brands per session as they gave us a brand update and made sure we were prepared for sales across the September Cruise Week. Across the 7 sessions, we welcomed 28 brands.



### WATCH BACK ONLINE

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

MARELLA  
CRUISES

# Wanderlust list. Ticked.

Live Happy and set sail on an All Inclusive cruise to legendary locations like Santorini and Singapore.



# EMBARCID



2023 saw the third 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, 2023 EMBARC ID card holders were eligible for discounted registration to both 2024 Flagship events, the CLIA Conference and RiverView Conference. 2023 Card holders are invited to make use of benefits and offers from eight associated businesses.

**Annual EMBARC ID cards will be available to purchase in early 2024 from [cruising.org](http://cruising.org).**



LIFTS TO



Agent delegates at the CLIA Porto Destination Showcase

- Hailing a cab in NYC
- Soaring over the Greenland Ice sheet

**Rethink your bucket list.**



Find your Arctic adventure at [quarkexpeditions.com/arctic2025](https://quarkexpeditions.com/arctic2025).



CLIA  
**RIVERview**  
 CONFERENCE 2023  
*Vienna*  
 12 - 14 MARCH 2023

**2023 saw our return to the Danube, welcoming delegates to Austria's capital, Vienna. The 3-day event welcomed just under 400 delegates and offered two nights of accommodation onboard river cruise ships.**

Feedback was positive with the event achieving an NPS score of +80, with 99% of agents Very Satisfied or Satisfied overall and 100% feeling it was very good value for money.

The Conference was supported by 6 Host ships, and was used to launch our CLIA RiverBank project, where agents had the opportunity to share a marketing plan around growing their cruise sales, for their chance to win a share of the RiverBank funds, as donated by the river cruise operators.





# CLIA Conference 2023

Southampton | 12 - 14 May

**Our 15th Anniversary Conference - themed "Cruise Heroes" - the largest annual travel agent event of its kind in Europe, was held in Southampton from 12 - 14 May.**

We also held a pre-Conference "New to Selling Cruise Day" with over 120 agents in attendance.

**The event included multiple ship visits:**



Fred. Olsen Cruise Lines  
**BALMORAL**



MSC Cruises  
**MSC VIRTUOSA**



Royal Caribbean International  
**ANTHEM OF THE SEAS**



Celebrity Cruises  
**CELEBRITY SILHOUETTE**



P&O Cruises  
**ARVIA**



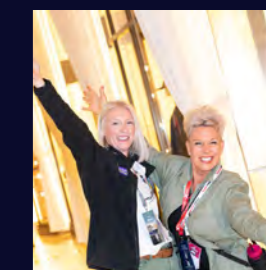
**With onboard conference sessions, a trade fair featuring over 60 sponsoring companies and a celebratory dinner.**



Guest speakers included Ade Adepitan and Monty Halls, plus Lisa Lutoff-Perlo of Celebrity Cruises and Barbara Muckermann of Silversea, to name but a few.



We welcomed over 550+ agents. Feedback from the event was very positive, achieving an NPS score of +83, and over 88% of agents stating they were either Extremely or Very Satisfied with the event overall.





## Introducing Uniworld Boutique River Cruises

# THE WORLD'S LEADING LUXURY RIVER CRUISE LINE

From the moment your guests step aboard one of our uniquely designed floating boutique hotels, they'll understand the Uniworld difference. From the industry-leading service they receive to the unforgettable moments they enjoy on land. We believe every guest deserves the best and are proud to deliver so year on year. It's this belief and attitude that has led to us being the world's most awarded luxury river cruise line, with another four unique awards added to our collection in 2023 alone.



### WHO ARE UNIWORLD

Uniworld is entirely unique. We are proud to be the most all-inclusive river cruise line, prioritising service, and style above all else, with a commitment to providing our guests with the finest luxury experiences during their travels. What sets us apart is our unique approach to ship design, tailor-made for the specific rivers they navigate, ensuring an authentic experience as you explore different countries. As part of a family-owned business with 100 years into the hospitality industry, we deliver the same ease and luxury experience you would come to expect in the best luxury hotels around the world.

### WHERE DO WE SAIL

Uniworld's fleet consists of seventeen elegantly designed ships, navigating Europe's major rivers, including the Douro, Rhine, Danube, Main, Venetian Lagoon, and numerous scenic French waterways. Complementing our European cruises, we offer a distinct lineup of five ships dedicated to our Spectacular Journeys of the World program, enabling travellers to explore regions in Southeast Asia, Egypt, India, and breathtaking Peru. These ships are meticulously tailored to provide an exceptional experience in some of the world's most culturally diverse regions.

### WHAT MAKES US THE BEST RIVER CRUISE LINE?

Uniworld cruises are an artful curation of unforgettable moments, each more exclusive and breathtaking than the last. Our guests bask in the luxury of red-carpet treatment, granting them behind-the-scenes access and private visits to iconic landmarks. Onboard, they indulge in delectable, locally-sourced cuisine and limitless premium beverages. With our European cruises being ultra all-inclusive from the moment you embark, you can set sail with complete peace of mind, free from any unexpected expenses upon your departure.

### WHAT'S INCLUDED FOR OUR GUESTS:

#### ON-BOARD

- Regionally inspired fine-dining through breakfast, lunch and dinner
- Unlimited premium beverages including fine-wines, locally sourced beers, handmade cocktails and top-shelf spirits
- Locally inspired onboard entertainment
- Unforgettable service from our exceptional team including Gratuities for onboard staff
- Free Wi-Fi Access

#### ON LAND

- A daily choice of culturally enriching shore excursions - many of which are VIP experiences unique to Uniworld
  - Visit to the regions most popular landmarks including UNESCO Heritage Sites (with many offering behind-the-scenes or out-of-hours access to our guests)
  - Pre-booked airport to ship transfers
  - Flights from London (regional available upon request)
- Amenities may differ in Peru, Egypt, India and Vietnam & Cambodia*

# CLIR Porto DESTINATION SHOWCASE

The Showcase shone a spotlight on cruise destination knowledge as a key part of the sales discussion you have with your customers.

The three-day Showcase welcomed over 100 delegates and featured business sessions with destination experts, a networking trade fair and ship visits with Seabourn, Emerald Cruises and Uniworld Boutique River Cruises.

6-8 October 2023

Destination immersion was delivered through a short river cruise tour sailing the banks of Porto and Vila Nova de Gaia, two hosted Dinner events at the Porto Cruise Terminal (Port of Leixões) and WOW – “World of Wine”, and the opportunity to join local excursions, with options including Historic and Modern Porto, as well as a Vinho Verde tasting experience.

The Showcase was sponsored by Headline partners Visit Porto & North Portugal, Port of Leixões, Area Metropolitana do Porto and Mail Metro Media, in collaboration with TAP Air Portugal as our Airline Partner.



TO ARRANGE DEDICATED TRAINING SESSIONS OR REQUEST MARKETING SUPPORT  
Contact Your Uniworld Key Account Manager or Call 0808 168 9231

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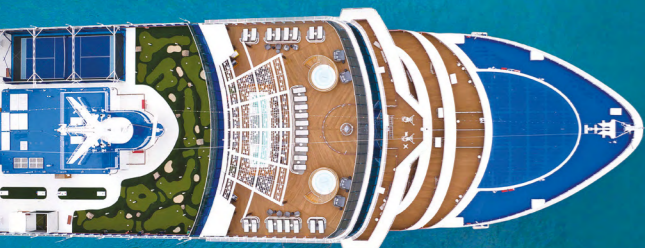
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## Luxury & Expedition Residential

Thursday 6 July 2023

Featuring daytime business sessions and networking alongside an evening dinner and overnight accommodation, the Luxury & Expedition Residential offered a fantastic opportunity to keep up with the fast-changing developments of these two sectors.

With limited delegate numbers allowing more time with our 20 sponsoring partners, the day allowed attendees to develop understanding and knowledge of these sectors and their unique selling points.





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## Ultra Luxury Showcase - Uniworld



CLIA supported the 2023 Ultra-Luxury Showcase in partnership with a number of CLIA Cruise Lines – Uniworld Boutique River Cruises, Silversea, Regent Seven Seas Cruises, Explora Journeys, Seabourn, Hapag-Lloyd Cruises & Ponant.

The Showcase was hosted onboard Super-Ship Joie De Vivre of Uniworld Boutique River Cruises on the Seine (Paris) in March, and welcomed just under 100 travel agent delegates for an immersive and fun 3 days in ultra-all-inclusive style.

## Regional CLIA Days - Ship Visits



2023 Regional CLIA Days ran across the month of August, and offered a classic ship visit – Tour, Lunch and brand presentation – with the added bonus of an industry update from CLIA.

The Regional CLIA Days welcomed groups onboard:

- Seabourn Quest in Dover
- Norwegian Dawn in Newcastle
- Holland America Line's Zuiderdam in Belfast
- Crystal Serenity in Southampton
- Oceania Cruises' Vista in Liverpool



# Unlock new adventures on a river cruise

Our adults-only river cruises drop anchor at more than 55 destinations along Europe's main waterways, and offer flexible durations from three to 16 nights.

What's more, just in case you haven't heard – we've got a new ship joining our fleet for winter 2024, which will set sail along the River Nile with a dedicated Egyptologist onboard.

Customers can choose from more than 100 shore experiences, and with a maximum of 155 guests onboard, they can relax knowing they'll get a tailored service. In summer 2023, our guests rated our onboard service 9.71 out of 10. Aside from the high quality, customers can expect great value, too – Full Board Plus comes as standard, and tips and service charges are included.

 **BEST PRICE, GUARANTEED**

TUI River Cruises are one of the only TUI products to offer price parity, so your customers won't be able to find the same cruise cheaper anywhere else.



## Interest in the Expedition cruise sector has never been greater, and to recognise this CLIA held two Expedition Dinners in London and Manchester.

Each welcoming around 25 travel agent delegates, the evenings gave a platform for our sponsoring host suppliers to present their brand ahead of an open discussion on how the CLIA community could work better together to engage with this lucrative market. Our thanks to AE Expeditions, Scenic, Seabourn, Silversea and Swan Hellenic for their support of the evenings.



This document was distributed exclusively during the CLIA Expedition Dinner events held in both London and Manchester in October 2023.



At Seabourn we value our Travel Advisor Partners and it's our aim to ensure you are equipped with as many resources as possible to sell our luxury brand

## RESERVATIONS

### RESERVATIONS ONLINE

POLAR online is the fastest and easiest way to make a booking. You can check availability of current inventory, search fares, view itineraries, add a guest to a group booking, and book online.

For agency registration and support e-mail: [salesupport@seabourn.co.uk](mailto:salesupport@seabourn.co.uk).

**RESERVATIONS BY PHONE** Call 0344 338 8615

### GROUPS

Seabourn's group programme allows agents to earn extra commission by selling just four or five suites on one departure (according to ship type).

e-mail [groups@seabourn.co.uk](mailto:groups@seabourn.co.uk) or call 0344 338 8613

## SALES SUPPORT

### THE SALES TEAM

Business Development Managers (BDM) are supported by office based Business Development Representatives (BDR).

Contact your BDM or email [salesupport@seabourn.co.uk](mailto:salesupport@seabourn.co.uk).

### TRAINING

Online: [www.seabournacademy.co.uk](http://www.seabournacademy.co.uk).

Seabourn Academy offers an in-depth educational programme designed to provide you with all the tools and sales techniques to achieve greater sales success.

Contact your BDM or BDR to set up agency training!

e-mail: [salesupport@seabourn.co.uk](mailto:salesupport@seabourn.co.uk).



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Once you have registered to use POLAR online, using your password you have access to all the following via [GoSeabourn.co.uk](http://GoSeabourn.co.uk). **Image Library | Marketing Collateral | E-brochures**



# Government Events

**The work CLIA does with Government, ports, and other relevant authorities has stepped up in 2023 as the cruise industry continues to seek a collaborative approach to building a successful and sustainable industry in the UK and Ireland.**

- Demonstrating the benefits of cruise tourism across the UK and particularly the coastal communities that we visit, and the small and medium sized businesses that rely on a successful industry, including hoteliers, coach companies, and of course our travel agent community. This includes work around the digitalisation of UK borders, on tourism strategies, and on seamless travel.
- Building a skilled workforce that can keep the UK as a competitive country for the cruise sector – this includes green skills, crew, cadets, and the opportunities for cruise repair and refit in UK ports and yards.
- Building a sustainable industry, such as through port infrastructure and access to alternative fuels.

Our approach has been to contribute to Government-led conversations and consultations; to join Government Councils and Working Groups so that the cruise industry has a voice at the right levels; to work alongside the Government through the Cruise Industry Government Forum; to showcase the industry through ship visits and events with officials, MP's, MSP's, Ministers and Shadow Ministers.

### Some of the key activities in 2023 include:



Our first Parliamentary event with MP's and the Maritime Minister



CLIA worked with Fred Olsen to host MSP's onboard a cruise ship in Edinburgh, and met with a number of MSP's at Holyrood



CLIA has held a number of meetings with MP's from all major political parties, including SNP, Liberal Democrats, Labour and Conservatives



CLIA has a seat on the Clean Maritime Council and the overarching Maritime Council



CLIA worked with Royal Caribbean to host Baroness Vere, the Maritime Minister on a cruise ship in Southampton – the first time the Minister had visited a cruise ship



CLIA worked with Celebrity Cruises to host the Shadow Maritime Minister, Mike Kane, and some local MP's, on a ship tour and lunch in Liverpool



CLIA co-chaired the Cruise Industry Government Forum with the Department for Transport



CLIA hosted a reception with Cruise Britain as part of London International Shipping Week, where we heard from ports & Shadow Tourism Minister Barbara Keeley



CLIA hosted a special dinner for LISW for the Maritime Minister to meet senior leaders from CLIA ocean and river cruise members

# HALL OF FAME



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CLIA UK & Ireland unveiled the first ever inductees into its Hall of Fame in December 2022. The honours were announced at CLIA's annual Winter Ball, and awarded to:

**Catriona Parsons**, Head of Cruise Commercial at Hays Travel  
**Edwina Lonsdale**, Managing Director at Mundy Cruising  
**Cruise Britain**

Many congratulations to our first ever Hall of Fame inductees. It is a privilege to work in an industry with such inspiring contemporaries and we would like to thank them for their incredible work and vision. They should all feel enormously proud of their accomplishments.

The Hall of Fame will now be a regular fixture in the cruise calendar, and awarded annually at the CLIA Winter Ball.



**Catriona Parsons** was recognised by CLIA for being 'one of the leading advocates for cruise within retail businesses that are well represented on the high street'. She was praised for her 'can-do attitude, resilience and belief in cruise holidays' and 'growing cruise as a proportion of Hays' holiday business via an innovative approach, engaging their internal team as well as the entire cruise industry'. Her award was presented by Jo Rzymowska, vice president & managing director, EMEA, Celebrity Cruises.



**Edwina Lonsdale** was hailed as a 'visionary in the industry and in cruise retailing' and for 'taking her business from strength to strength and being a true ambassador for the whole of the cruise community'. Her success was attributed to 'hard work, expertise, building relationships across the cruise community, and on providing a dedicated service that treats every single cruise holiday, and every customer, as something very special'. Her award was presented by Bernie Carter, managing director & SVP, Oceania Cruises.



**Cruise Britain** was commended for 'shining a light on the benefits of inbound cruise tourism, as well as cruise holidays that start in the UK'. The organisation was credited with developing a 'special relationship' with CLIA, that has spearheaded and supported a 'range of new partnership initiatives across the cruise eco-system, that have helped maximise the economic and social benefits of cruise tourism, and to foster a successful and sustainable industry'. Their award was presented by Rob Scott, vice president sales & marketing, P&O Cruises.

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Luxury river cruises



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**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 and 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.



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# Last Month in Cruise

by Sara Macefield

## This was the year the cruise industry could heave a sigh of relief and finally put the nightmare of the Covid pandemic behind it.

As the last Coronavirus restrictions were swept away, a powerful surge of business ensured that 2024 raced off to a record start with the New Year Wave Season shattering all previous records.

As the months passed, the bookings curve continued to accelerate skywards and with the industry riding high, the feel-good vibes were bolstered by a string of new ships and a steady stream of announcements heralding new, exciting itineraries and destinations.

This industry hadn't simply fired up its engines and returned to business-as-usual mode, it bounced back with a vengeance fuelled by unprecedented demand from cruising stalwarts and new cruisers.

So far, this year's stand-out trends have been the far-reaching improvements in shipboard connectivity thanks to the majority of lines adopting Elon Musk's SpaceX Starlink system and, most crucially, the gathering pace of sustainable initiatives that companies are adopting in pursuit of a carbon neutral future.



### January

The New Year roars into life for the cruise industry as the Wave Season smashes records with high hopes this bookings boom will continue. Faster internet on ships is a welcome prospect after more lines sign up to Elon Musk's SpaceX Starlink system, including Carnival Corporation brands P&O Cruises, Cunard and Princess Cruises. Meanwhile Holland America Line announces its biggest European deployment shake-up in years for 2024 with new itineraries and departure ports, plus more 14 and 21-day sailings.



### February

It's another record-breaking sales month and lots of new ship activity with AE Expeditions (part of Aurora Expeditions) naming its latest ship, Sylvia Earle in Antarctica, while Celestyal Cruises announces a new ship, formerly HAL's Ryndam which will become Celestyal Journey. There's exciting destination news with Oceania Cruises revealing the Asia debut of Riviera in 2023/24; Ponant returning to Japan; and Seabourn revealing plans for an inaugural season to Australia's Kimberley region in 2024/25 on new expedition ship Seabourn Pursuit.



### March

Still the bookings roll in as cruise lines finally throw off the last Covid restraints and P&O Cruises names its latest mega-ship Arvia in a dazzling beachside ceremony in Barbados. Exotic itineraries are the theme this month with Fred Olsen Cruise Lines unveiling a clutch of far-flung sailings for 2025 and Regent Seven Seas Cruises announcing its longest world cruise yet at 154 nights departing in January 2026. On the rivers, AmaWaterways reveals it will start sailing the Magdalena River in Colombia in 2024.



### April

Grand voyages rule as HAL reveals what it claims is the first Pole to Pole adventure spanning five continents and Princess Cruises announces its longest sailing, at 116 nights, both for 2025, while American Cruise Lines details a 60-day "longest-ever" US river cruise from America's west coast to east coast. Sustainability comes to the fore as Fred Olsen's ships plug into shore power for the first time and Celebrity Cruises says its fifth Edge-class ship will use three types of fuel, making it more energy-efficient.



### May

Ship launches gather pace with Oceania Cruises unveiling its first new-build in over a decade with Vista in Malta; Virgin Voyages' debuts third ship Resilient Lady in Athens; and Swan Hellenic names third ship SH Diana in Amsterdam. Waiting in the wings to launch in June is Marella Voyages' fifth ship Marella Voyager. Cunard's new addition Queen Anne, which launches in May 2024, is floated out at its shipyard while Princess reveals its second LNG-powered Sphere-class ship will be called Star Princess.



### June

Leading lines set out their sustainable credentials with NCL Holdings, parent of NCL, Oceania and Regent, along with Virgin Voyages unveiling reports detailing their carbon neutral goals, while MSC Cruises seals a deal to secure supplies of LNG for its ships and Amadeus River Cruises announces plans for a new generation of low emission ships. Carnival Cruise Lines' Carnival Venezia makes a glamorous debut in New York and Scenic welcomes its second Discovery Yacht Scenic Eclipse II in Malaga.



### July

Sales continue to ride high as the industry welcomes the re-emergence of six star line Crystal under new ownership as it launches the first of its two re-imagined ships Crystal Serenity. Amid booming demand for Nile voyages, TUI River Cruises announces its fourth ship on the river with TUI Al Horeya to start sailing from November 2024, while A-ROSA unveils plans to extend Rhine and Danube sailings with this year's season running until January and 2024 starting from February and March respectively.



### August

This is the month of maiden voyages, with MSC Cruises' new self-styled lifestyle brand Explora Journeys making its debut with the first of four ships Explora I. Other new additions are Seabourn's expedition ship Seabourn Pursuit, Silversea's new "game-changing" ship Silver Nova and NCL's second Prima class ship Norwegian Viva. Crystal announces plans for two new classic ships and two expedition vessels. On the rivers and Riverside Luxury Cruises christens its second ship Riverside Ravel on the Rhone.



### September

Sustainability is the name of the game as NCL Holdings and Virgin Voyages reveal emission-cutting plans, while MSC Cruises confirms an order two hydrogen-powered ships for Explora Journeys. Newly-announced 2025 sailings include Silversea's Northwest Passage with Silver Endeavour and Emerald Cruises' Indian Ocean and Seychelles debut for its luxury yachts, while 2024 sees Scenic's new Arctic adventures on Scenic Eclipse II. River line A-ROSA goes for growth with new river ships A-ROSA ALEA and A-ROSA CLEA joining the fleet next April.

# CARIBBEAN ON A WHOLE NEW LEVEL

We're making 2024 the most spectacular year for Caribbean adventures yet. Brace yourself for the arrival of Icon of the Seas, another epic family holiday with record-breaking slides, entertainment that pushes the bounds of braveries, and a blissful retreat in the Surfside neighbourhood. Not to be outdone, our new Utopia of the Seas, offering the ultimate weekend sailings to Perfect Day, with over 40 dining options. And that's not all—get ready to discover Hideaway Beach, an adults only beachfront paradise only at Perfect Day.



Visit Club Royal to find out more



**CLIA**  
**CRUISE WEEK**  
18 - 24 SEPT 2023

## THANK YOU FOR SUPPORTING CRUISE WEEK 2023

CLIA Cruise Week 2023 ran from Monday 18 - Sunday 24 September. The week allowed us to come together to celebrate all things cruise-related. Along with our cruise lines and river cruise operators, we were active on our social media channels and with a programme of live Webinars across the week, sharing a wealth of content focusing on the variety and diversity of cruise holidays available.

A special eight-page CLIA Cruise Week supplement was initially pitched by CLIA and subsequently published in the Daily Express and Daily Mirror. The supplement comprised press trip reviews, latest cruise news and updates, and deals submitted by member lines. The deals were compiled by CLIA on behalf of cruise lines, with around 20 submitted in total. A selection appeared in the supplements as well in the Daily Mail and on the Cruise Critic website. A cruise sustainability feature, featuring info from CLIA and submissions from several member lines, was published across five Reach Group UK national sister titles - The Mirror, Express, People, Star and Daily Record.

Media receptions were held in both London and Dublin prior to Cruise Week, to raise awareness and position key messages. Over 30 media attended in London, and over 20 in Dublin, with resulting coverage featuring across the national, consumer and trade press. A Cruise Week-themed roundtable was also organised with Cruise Trade News and attended by senior executives from several member cruise lines. The resulting online article highlighted Cruise Week, the opportunities for agents, and wider industry trends and updates.





# CONGRATULATIONS

## CLIA MASTERS OF 2023

Katy Savvides - 2001 Travel  
Alison Woodrow - Addison Travel Ltd  
Dana Kadarova - Ahoy Family Travel  
Gail Albert - All Aboard Ship Ahoy  
Jane Middleton - Authentic Travel Company  
Alison Wright - AW Travel  
Rebecca Ostridge - Baldwins Travel (Maidstone)  
Wendy Sharp - Baldwins Travel (Maidstone)  
Donna Read - Baldwins Travel (Tonbridge)  
Kate Hilton - Baldwins Travel (Uckfield)  
Thomas Henderson - Barrhead Travel (Livingston)  
Katherine Doyle - Bawtry Travel  
Sarah Leighton - Brighter Days Travel UK  
Beverley Boulton - Broads Travel (Sutton Coldfield)  
Vicky Lewis - Century Travel (Paphos)  
Zoe Lee - Century Travel (Paphos)  
Gaynor Davies - Chester Travel Connection  
Kate Chamberlain - Cloudberry Travel  
Emma Gibson - Club Voyages  
Susan Taylor - Club Voyages  
Barbara James - Cruise & Travel Holidays  
Elaine Truesdale - Cruise Beyond (Oasis Travel)  
Jennifer Ford - Cruise Beyond (Oasis Travel)  
Shell Garlick - Cruise Circle  
Kathy Taylor - Cruise Lowdown  
Justine Marsh - Cruise Nation (Really Great Cruises)  
Amy Wright - Cruise Select  
Iliyan Ivanov - Cruise.BG Premium  
Rebecca North - Cruise.Co.Uk  
Alex O'Sullivan - Cruising Expert  
James Pettitt - Curated Escapes Ltd  
David Tewkesbury - D4B Travel  
Danielle Brown - Dani's Destinations UK  
Georgia Emm - Distant Destinations  
Tony De Vinci - Distant Destinations  
Elaine Meyrick - InteleTravel  
Derek McInnes - Epsilon Travel  
Tracey Weller - Experience It Now Travel  
Deborah Gannon - Explorer Travel Site  
Sue Horsepool - For Sure Travel  
Trevor Ridler - Fred Olsen Travel - Eastbourne  
Gill Simpson - Gill's One Stop Travel Shop

Eleri Smith - Global Travel Worldwide Limited  
Richard Sharp - Go cruise - Richard & Yvonne Sharp  
Martin Hay - Go Cruise and Travel (Bournemouth and Poole)  
Kevin & Ann Booth - GoCruise - Billinge  
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Tina Hammond - GoCruise & Travel with Tina, Tony & Dan  
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Toni Maya - Not Just Travel  
Tony Skinner - Not Just travel  
Simon O'Neill - Oasis Travel (Holywood)  
Richard Ignatowicz - Pole to Pole Travel Experiences  
Debra Gedling - Pops Travel  
Tom Gedling - Pops Travel  
Lizzi Schrecklinger - Project Paradise  
Laura Childs - Pure Travel  
Linda Christiaen - Reizen Van Renterghem  
Ronald Fontanilla - Remsi Travel Hub  
Robert Huish - Rob's Travel Adventures  
Joanne Marsh - ROL Cruise  
Sally Chilton - Sally Chilton  
Leanne Shakespeare - Shakespeare Travels  
Katrina Stanbank - Sienna Rose Travel  
Kit Williams - Silver Compass  
Dianne Cox - Silver Travel - Dianne Cox  
Theresa Connolly - Silver Travel  
Jackie Standridge - Spa Travel  
Laraine Angel - Spear Travels (Head Office)

Stuart Carlson - Sunshine Cruise Holidays Trading as Cruise 1st  
Christopher Newman - Taking the Strain Travel  
Jonathan Howitt - The Cruise Room  
Russell Adamson - The Cruise Specialists  
Neil Adamson - The Cruise Specialists  
Stacey Kennedy - The Cruise Specialists  
Debbie Hill - The Perfect Escapes  
Rebecca Hawker - The Travel Village Group  
Diane Ware - The Travel Village Group  
Heather Ascroft - The Travel Village Group  
Jessica Clayton - The Travel Village Group  
Lyndsay Patterson - The Travel Village Group  
Martin Owens - The Travel Village Group  
Susan Forsdike - The Travel Village Group  
David Celino-Stock - Tickets Travel  
Ann Marie Nolan - Tour America  
Bruce Cairns - Travel Counsellors  
Caroline Jenkins - Travel Counsellors  
Caroline Treleaven - Travel Counsellors  
Catherine Mackey - Travel Counsellors  
Dinah Alonso-Wilkes - Travel Counsellors  
Fiona Sarre - Travel Counsellors  
Ian Le-Fevre - Travel Counsellors  
John Hollingsworth - Travel Counsellors  
Jenny Cookman - Travel Counsellors  
Jessica Aspin - Travel Counsellors  
Joanne Ioannou - Travel Counsellors  
Katrina Smith - Travel Counsellors  
Keiley Dowling - Travel Counsellors  
Lee Somerton - Travel Counsellors  
Lisa Byers - Travel Counsellors  
Richard Terrell - Travel Counsellors  
Sacha Jenkinson - Travel Counsellors  
Samm Avis - Travel Counsellors  
Sarah Bolton - Travel Counsellors  
Sarah Coombes - Travel Counsellors  
Stephen Bellingham - Travel Counsellors  
Walter Colijn - Travel Counsellors  
Susan Stevenson - Travel Counsellors Ireland  
Jacqueline Davis - Travel Dreams by Jax  
Lynn Fox - Travel Fox  
Denise Hodgson - Travel The World 2  
Janice Black (Abbott) - Travel Village  
Kate Marshall - Travel Village I  
Heather Tarrant - Travel Village  
Kelly Taylor - Travel Village  
Maria Hedley - Travel Village  
Elaine Kane - Travelosophers  
Gareth Harding - Travelosophers  
Lynda Duncan - TravelLynn UK  
Simon Wright - Treehouse Travel  
Trevor Woolmore - Trevor Woolmore  
Susan Broad - Triangle Travel Ltd - Mortimer  
Victoria Yates-McCowan - Vicky at Luxury Holidays and Honeymoons  
Vidya Kesavan - Vidya's Travel Hub  
Meriel Lowe - Wexas Travel  
Naomi Robinson - Woods Holidays Ltd  
Ana Maria Sauer - WORLD TRAVEL SRL  
Laura Muscalu - WORLD TRAVEL SRL  
Julie Breckon - Worldwide Explorer Travel Holidays  
Gail Stevens - 'Your Destiny' Travel

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