



2025 MEMBERS GUIDE

# #We Cruise There



SUPPORTED BY OVER 50 CLIA CRUISE LINES  
DELIVERING EXPERIENCES FOR ALL TASTES

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

## CLIA CRUISE LINES & RIVER CRUISE OPERATORS 2025



## Thank you for your membership as #WeCruiseThere in 2025

I wanted to thank you for being part of CLIA, and the wider cruise community in 2025. We continue to work in a successful industry, delivering incredible holidays to millions of people around the world.

At the heart of cruising is the chance to visit multiple destinations, unpacking only once. Cruising gives your customers the chance to experience incredible places with experiences that have been carefully curated by the cruise lines. The destination experience is further enhanced by the onboard experience too, as every ship delivers amazing service, dining and entertainment activities onboard.

At CLIA we continue to add new events, learning and resources to give you all of the information you may need in one place. Our flagship events continue in 2025 – from Budapest for the RiverView Conference, and of course Southampton for CLIA Conference, both of which will offer new features and choices, and which will simply be the best place to meet and be part of the Cruise Community.

Do not hesitate to contact a member of the CLIA team if we can help you at all. Thanks for being part of CLIA, and thanks for being part of the UK cruise community.

Andy Harmer  
Managing Director  
CLIA in UK & Ireland

# Understanding *why?* cruisers choose to cruise



The cruise industry has been steadily and gradually growing year-on-year since the inception of 'modern cruising' back in the 1980's.

From a niche holiday that seemed to appeal to a very narrow group of customers, the industry is now at full steam ahead and attracting all types of holidaymaker.



*It is an extraordinary success story*

**As the industry has continued to grow and evolve, the reasons people choose to cruise have not changed much.**

In the CLIA research in summer 2024 we asked cruisers why they had decided to take a cruise. Those two staples of cruise life – **entertainment and dining** – very much make up two of the top reasons.



Activities and options for **families and multigenerational groups** is also a key factor – and very much matches the growing trend in the wider travel industry where holidays are seen as a great way for families to connect (*and where better to do that than on a ship!*).

In these times of a cost-of-living challenge for many people, it is not a surprise to see '**value for money**' playing a key part of why people are choosing cruise. A cruise holiday offers exceptional value for money because it is also one of the most inclusive, with most of the budgeting done at time of purchase.



*The top two reasons are related...*

They are the fact that a cruise visits **multiple destinations** whilst guests get to unpack only once; and because cruise offers **varied experiences ashore**.

**Remember, it is not just about where we take people, but also the experiences we offer and curate whilst we are there.** Cruise lines understand better than most the trends in holidaymakers interests, and offer destination experiences around wellness, activity, culinary, culture, history, sport, wine, entertainment and so on.

**Knowing *why* your customers choose to cruise will help you target your marketing and conversation on those areas.**

And in the meantime, remember that CLIA has a whole section of destination information and resources just for you - join us on [cruising.org](https://cruising.org)



# Q1 2025 (JAN - MAR) ARRIVALS

We look forward to welcoming many ships to the global CLIA fleet across 2025.

Serving worldwide destinations and rivers, we've split the arrivals by the quarter we expect them to start sailing.

Destinations/rivers listed are based on inaugural season, and subject to change.

For more information, visit the "CLIA Cruise Countdown" at [cruising.org](http://cruising.org)



**VIVA ENJOY**  
VIVA Cruises  
RIVER CRUISING | DANUBE & RHINE



**AMASINTRA**  
AmaWaterways  
RIVER CRUISING | DOURO



**RIVIERA ROSE**  
Riviera Travel  
RIVER CRUISING | DOURO



**MEIN SCHIFF RELAX**  
TUI Cruises  
Intuition CLASS | WESTERN MEDITERRANEAN



**S.S. ELISABETH**  
Uniworld Boutique River Cruises  
RIVER CRUISING | RHINE



**PORTO MIRANTE**  
VIVA Cruises  
RIVER CRUISING | DOURO



**MSC WORLD AMERICA**  
MSC Cruises  
WORLD CLASS | CARIBBEAN



**NORWEGIAN AQUA**  
Norwegian Cruise Line  
PRIMA CLASS | CARIBBEAN



**CARNIVAL ADVENTURE**  
Carnival Cruise Line  
AUSTRALIA EX. SYDNEY



**APT OSTARA & SOLARA**  
APT  
RIVER CRUISING | RHINE, MAIN & DANUBE



**RIVIERA RADIANCE**  
Riviera Travel  
RIVER CRUISING | DANUBE



**CARNIVAL ENCOUNTER**  
Carnival Cruise Line  
AUSTRALIA EX. BRISBANE



**AMAMAGDALENA**  
AmaWaterways  
RIVER CRUISING | MAGDALENA RIVER, COLOMBIA



**AMAMELODIA**  
AmaWaterways  
RIVER CRUISING | MAGDALENA RIVER, COLOMBIA



**AMERICAN PATRIOT**  
American Cruise Lines  
RIVER CRUISING | US EAST COAST

## Q3 2025 (JUL - SEP) ARRIVALS

We look forward to welcoming many ships to the global CLIA fleet across 2025.

Serving worldwide destinations and rivers, we've split the arrivals by the quarter we expect them to start sailing.

Destinations/rivers listed are based on inaugural season, and subject to change.

For more information, visit the "CLIA Cruise Countdown" at [cruising.org](https://cruising.org)



**NEWBUILD**

### ALLURA

Oceania Cruises  
ALLURA CLASS | MEDITERRANEAN



**NEWBUILD**

### STAR PRINCESS

Princess Cruises  
SPHERE CLASS | CARIBBEAN & ALASKA



**NEWBUILD**

### AMERICAN PIONEER

American Cruise Lines  
RIVER CRUISING | US EAST COAST



**NEWBUILD**

### SPIRIT OF THE MOSELLE

SAGA Cruises  
RIVER CRUISING | RHINE, MOSELLE & DUTCH / BELGIAN WATERWAYS



**NEWBUILD**

### AMADEUS AMARA

Amadeus River Cruises  
RIVER CRUISING | DANUBE



### TUI BAHAREYA

TUI River Cruises  
RIVER CRUISING | NILE



**NEWBUILD**

### CELEBRITY XCEL

Celebrity Cruises  
EDGE CLASS | CARIBBEAN



**NEWBUILD**

### STAR OF THE SEAS

Royal Caribbean  
ICON CLASS | WESTERN CARIBBEAN & PERFECT DAY



**NEWBUILD**

### BRILLIANT LADY

Virgin Voyages  
LADY SHIP | USA & CARIBBEAN



**NEWBUILD**

### DISNEY DESTINY

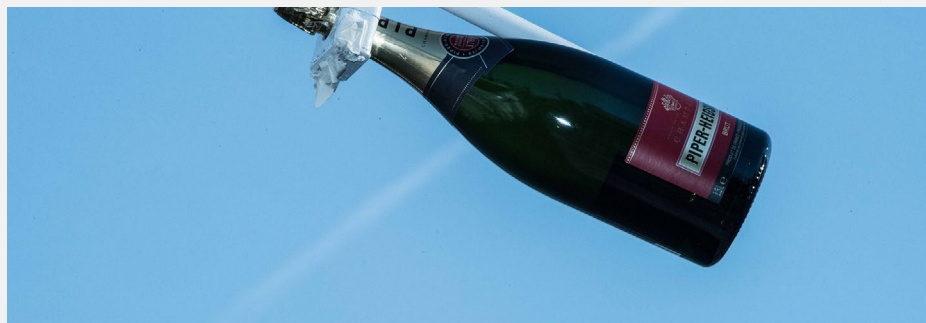
Disney Cruise Line  
WISH CLASS | BAHAMAS & WESTERN CARIBBEAN EX. FORT LAUDERDALE



**NEWBUILD**

### DOUGLAS MAWSON

AE Expeditions  
EXPEDITION CRUISING | TASMANIA & EASTERN ANTARCTICA



**NEWBUILD**

### DISNEY ADVENTURE

Disney Cruise Line  
GLOBAL CLASS | SINGAPORE



**NEWBUILD**

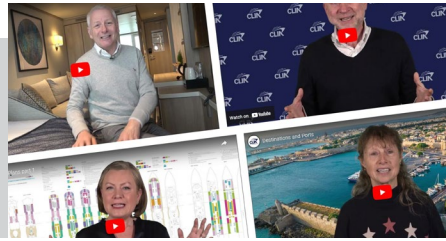
### STAR SEEKER

Windstar Cruises  
CARIBBEAN, ALASKA, JAPAN AND SOUTH EAST ASIA

## NEW TO CLIA? WELCOME!



Unsure what CLIA offers? Have a read of our **Latest Yearbook** – found in Agent Resources



Dip-in to your choice of introductory content from our **New to Selling Cruise** section (before working towards achieving Accredited Certification in the Learning Academy)

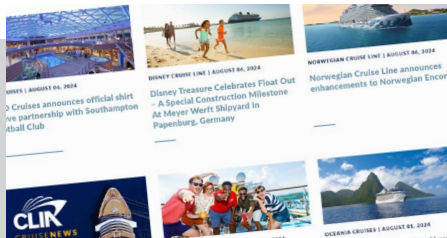
## CLIA CONFIDENT? TRY THESE FOR FIT...



Work to achieve **Master Certification** in the Learning Academy – could you be our CLIA Cruise Master Award winner 2025?



We've got a library of **CLIA Cruise & RiverView Podcasts** with industry leaders and experts - give us a listen!



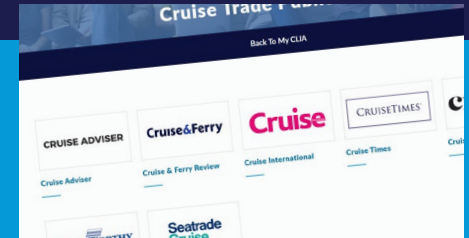
Keep checking back to the **Cruise Daily** for the latest cruise news and our Trade Sales Noticeboard



Browse the **Brand Profiles & Trade Contacts** to start building your knowledge of our 50+ member lines



Review our **"New-to"** Expedition, Yacht & Sail and Ultra-Luxury Cruise Guides from the Agent Resources



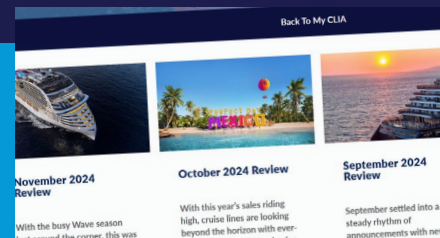
Extend your reading to **Cruise Trade Publications**



Discover key cruise itineraries with our **Itinerary Experience Factsheets** – found in Agent Resources (also home to our "New-to" Ocean and River Cruise Guides)



Over 24 **Virtual Ship Tours** taking you onboard ocean, river & expedition ships (we've also got a wealth of pre-recorded content available OnDemand, anytime you like!)



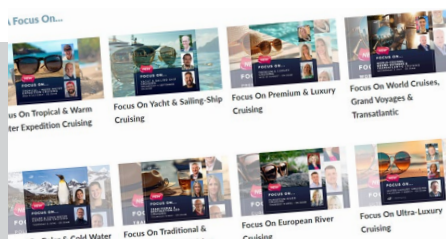
Keep up to date with our monthly **Last Month in Cruise** article reviews



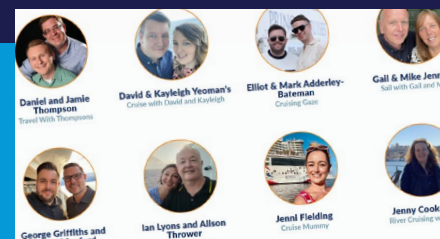
Build destination knowledge with our **Destination Factsheets** - Best time to go, top selling points & key considerations



Use the **CLIA Recommends** page to look for ship visit opportunities that you can register for independently (We've also got a Facebook Group to engage with your peers)



**Attend virtual CLIA activity** – we have opportunities across the year with both brand updates and sector-specific learning



CLIA are supported by a group of cruise **bloggers** – why not follow some of your favourites to keep cruise on your radar?



Get acquainted with our **Sustainability Hub** – featuring the latest industry activity, reports and brand news



### A-ROSA

e: [hello@arosa-cruises.co.uk](mailto:hello@arosa-cruises.co.uk)  
w: [arosa-cruises.co.uk](http://arosa-cruises.co.uk)



**NEW for 2025:** A selection of new itineraries including: new 9-night options on the Rhone and Danube, four and five-night cruises on the Main river and various new ports including Aschaffenburg, Traben Trarbach, Koenigswinter and Kelheim.



### AE EXPEDITIONS

e: [agents@auroraexpeditions.co.uk](mailto:agents@auroraexpeditions.co.uk)  
w: [aexpeditions.co.uk](http://aexpeditions.co.uk)



**NEW for 2025:** December 2025 will see the launch of our third ship "Douglas Mawson" where she will depart on her inaugural season to the Ross Sea and East Antarctica. Whilst in November 2025 we will start our new "Antarctica Active" sailings.



### ALBATROS EXPEDITIONS

e: [sales@albatros-expeditions.com](mailto:sales@albatros-expeditions.com)  
w: [albatros-expeditions.com](http://albatros-expeditions.com)



**NEW for 2025:** The opportunity to spend Christmas & New Year in Antarctica, Falklands & South Georgia, departing 16Dec25, enjoying our new state of the art X-bow ship, Ocean Albatros, exploring the wonders of scenery & magnificent wildlife throughout.



### AMADEUS RIVER CRUISES

e: [tradesupport@fredholidays.co.uk](mailto:tradesupport@fredholidays.co.uk)  
w: [amadeus-rivercruises.co.uk](http://amadeus-rivercruises.co.uk)



**NEW for 2025:** Amadeus Amara, the ship of the future! Thanks to innovative lightweight construction and an exceptionally low draft for its category, the ship will not only be reliably operational during fluctuating water levels but will also minimize fuel consumption.



### AMAWATERWAYS

e: [agencysupport@amawaterways.com](mailto:agencysupport@amawaterways.com)  
w: [amawaterways.co.uk](http://amawaterways.co.uk)



**NEW for 2025:** AmaWaterways will debut the Best of the Danube itinerary, introduce the AmaSintra in Portugal, and become the first luxury river cruise line to sail through Colombia with new ships & itineraries.



### AMBASSADOR CRUISE LINE

e: [tradesales@ambassadorcruiseline.com](mailto:tradesales@ambassadorcruiseline.com)  
w: [ambassadorcruiseline.com](http://ambassadorcruiseline.com)



**NEW for 2025:** We will be offering 5 Multi Generational sailings – this is the most we've ever offered. Introducing multi generational sailings from our regional ports for the first time, Newcastle & Dundee.



### AMERICAN CRUISE LINES

e: [agents@americancruiselines.com](mailto:agents@americancruiselines.com)  
w: [americancruiselines.com](http://americancruiselines.com)



**NEW for 2025:** In 2025, American Cruise Lines will introduce two new coastal ships, 8 fresh itineraries, and the longest river cruise in USA, the 51-Day Great United States.



### APT & APT TRAVELMARVEL

e: [agentclub@aptouring.co.uk](mailto:agentclub@aptouring.co.uk)  
w: [aptouring.co.uk](http://aptouring.co.uk)



**NEW for 2025:** Ms Caledonian Sky is returning to the Mediterranean Sea with 8 unique itineraries for the best small-ship experience. Additionally, state-of-the-art ships APT Solara and APT Ostara will redefine Europe river cruising.



### ATLAS OCEAN VOYAGES

e: [infouk@atlasoceanvoyages.com](mailto:infouk@atlasoceanvoyages.com)  
w: [atlasoceanvoyages.com](http://atlasoceanvoyages.com)



**NEW for 2025:** 2025 is the "Year of the Travel Agent" with roadshows, ship visits, product training and exclusive sales opportunities for agents wishing to promote any of the year-round expeditions that Atlas offers.



### AVALON WATERWAYS

e: [agencysales@cosmos.co.uk](mailto:agencysales@cosmos.co.uk)  
w: [avalonwaterways.co.uk](http://avalonwaterways.co.uk)



**NEW for 2025:** Our 7-night Bonjour Bordeaux cruise debuts in March, sailing roundtrip from Bordeaux aboard the Avalon Artistry II, featuring vineyard e-bike tours, chateau visits, and active, discovery, and classic excursions.



### AZAMARA CRUISES

e: [uktradesupport@azamara.com](mailto:uktradesupport@azamara.com)  
w: [azamaracruises.com](http://azamaracruises.com)



**NEW for 2025:** We have launched Azamara World Academy, where you can become an Azamara Cruises Expert through engaging training modules. This can be found at [azamaracruises.com](http://azamaracruises.com) with the latest offers, marketing and much more.

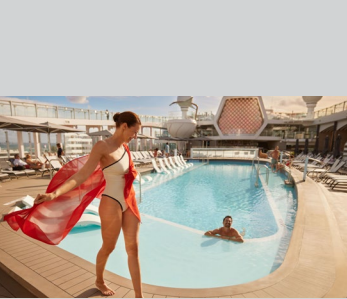


### CARNIVAL CRUISE LINE

e: [InternationalSales@carnival.com](mailto:InternationalSales@carnival.com)  
w: [GoCCL.co.uk](http://GoCCL.co.uk)



**NEW for 2025:** This year — for the first time ever! — we're introducing a brand-new destination: Celebration Key, nestled on the south side of Grand Bahama Island and designed exclusively for Carnival guests.



## CELEBRITY CRUISES

e: [celebritycentral@celebritycruises.com](mailto:celebritycentral@celebritycruises.com)  
w: [celebritycruises.com/gb](https://www.celebritycruises.com/gb)



**NEW for 2025:** Celebrity Xcel, our newest ship will debut in the Caribbean in November 2025 before arriving in Europe in the summer of 2026. Celebrity Xcel combines the greatest hits of our Edge® Series—including all our guests' favorites.



## CELESTYAL

e: [tradesupport@celestyal.com](mailto:tradesupport@celestyal.com)  
w: [celestyal.com/gb](https://www.celestyal.com/gb)



**NEW for 2025:** 2025 marks Celestyal's first full year-round operation fleetwide, with Celestyal Discovery joining Celestyal Journey in the Arabian Gulf from Q4, homeporting from Abu Dhabi and expanding our footprint in this incredible region.



## CROISIEUROPE CRUISES

e: [jfair@croisieurope.com](mailto:jfair@croisieurope.com)  
w: [croisieurope.co.uk](https://www.croisieurope.co.uk)



**NEW for 2025:** Another year of great value for money offering exceptional service and cuisines as we cruise along the waterways of Europe and beyond.



## CRYSTAL

E: [salesuk@crystalcruises.com](mailto:salesuk@crystalcruises.com)  
w: [crystalcruises.com](https://www.crystalcruises.com)



**NEW for 2025:** Guests can dine at Beefbar's first restaurant at sea, while the Michelin-rated chef Alajmo brothers will contribute to the menu in Osteria d'Ovidio. Crystal have also launched a new casino inspired by the world-famous Casino de Monte-Carlo.



## CUNARD

e: [cunardpartnershipteam@cunard.co.uk](mailto:cunardpartnershipteam@cunard.co.uk)  
w: [cunard.com/en-gb](https://www.cunard.com/en-gb)



**NEW for 2025:** Expect new brand partners, elevated on board propositions in dining and wellness, and opportunities for our travel agent partners to immerse themselves in the Caribbean, by Cunard. Make sure to stay up to date on [shinerewardsclub.com](https://www.shinerewardsclub.com).



## DISNEY CRUISE LINE

e: Facebook: [DisneyForAgents](https://www.facebook.com/DisneyForAgents)  
w: [disneycruise.disney.go.com/](https://disneycruise.disney.go.com/)



**NEW for 2025:** Our popular 3-, 4- and 5-night sailings from Southampton are back in summer 2025 - but with a brand-new addition! Set sail on the magnificent *Disney Fantasy* as it embarks on its first European voyage.



## EMERALD CRUISES

e: [agencysales@emeraldcruises.co.uk](mailto:agencysales@emeraldcruises.co.uk)  
w: [emeraldcruises.co.uk](https://www.emeraldcruises.co.uk)



**NEW for 2025:** Brand new itineraries in the Caribbean are on sale for 2025 – 2027, and the Seychelles in 2026/27 including on board new yacht Emerald Kaia from next year.



## EXPLORA JOURNEYS

e: [support@explorajourneys.com](mailto:support@explorajourneys.com)  
w: [explorajourneys.com](https://www.explorajourneys.com)



**NEW for 2025:** The Explora Travel Advisor Centre is being upgraded. Including enhanced Advisor Training with new modules in the Knowledge Suite, improved functionality, and a new look. Make sure you are registered.



## FRED. OLSEN CRUISE LINES

e: [cruise.sales@fredolsen.co.uk](mailto:cruise.sales@fredolsen.co.uk)  
w: [fredolsencruises.com](https://www.fredolsencruises.com)



**NEW for 2025:** Fly from London Stansted or Manchester to explore the sunshine coastlines of Amalfi and Dalmatia, the scenic islands of Greece and the Balearics, or embrace Turkish traditions - including transfers to and from the beautiful Balmoral.



## HAPAG-LLOYD CRUISES

e: [james.scott@hl-cruises.com](mailto:james.scott@hl-cruises.com)  
w: [hl-cruises.com](https://www.hl-cruises.com)



**NEW for 2025:** In 2025, discover the new look of Hapag-Lloyd Cruises which we have been working on intensively over the last few months. With our new brand identity, we are making a fresh statement that unites our vision and our values in a modern design.

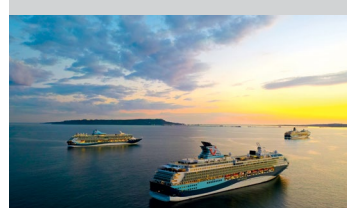


## HOLLAND AMERICA LINE

e: [salesupport@hollandamerica.co.uk](mailto:salesupport@hollandamerica.co.uk)  
w: [hollandamerica.com/en/gb](https://www.hollandamerica.com/en/gb)



**NEW for 2025:** HAL will be returning to the UK for the first time in a decade! Nieuw Statendam will be sailing from Dover in Summer 2025, offering guests a convenient departure point from the UK to explore The Canary Islands, Northern Europe and beyond.



## MARELLA CRUISES

e: [trade.relations@tui.co.uk](mailto:trade.relations@tui.co.uk)  
w: [tui.co.uk/cruise](https://www.tui.co.uk/cruise)



**NEW for 2025:** Marella Discovery 2 will homeport out of Limassol, Cyprus for summer 2025 calling at Eastern Mediterranean hotspots like Turkey and Greece. Plus, our Electric Sunsets themed cruise returns in November.



## MSC CRUISES

e: [tradesupportuk@msccruises.co.uk](mailto:tradesupportuk@msccruises.co.uk)  
w: [msccruises.co.uk](http://msccruises.co.uk)



**NEW for 2025:** MSC World America - Discover a world of beauty on a new ship class to cruise the Caribbean, where elegant European design meets American comfort. Journey on a ship powered by lower-emission fuel, full of sophistication.



## NORWEGIAN CRUISE LINE

e: [tradesupportemea@ncl.com](mailto:tradesupportemea@ncl.com)  
w: [ncl.com](http://ncl.com)



**NEW for 2025:** We welcome the 3rd of our Prima Class ships Norwegian Aqua to the fleet in March 2025! She's designed to elevate every part of our customers' holiday, including more first-of-its-kind experiences like the Aqua Slidecoaster.



## OCEANIA CRUISES

e: [agencysales@oceaniacruises.com](mailto:agencysales@oceaniacruises.com)  
w: [oceaniacruises.com](http://oceaniacruises.com)



**NEW for 2025:** We are so excited to welcome Allura, Vista's sister ship, to the fleet in July 2025, which means we will have a fleet of eight small luxurious ships sailing the globe. We are also debuting a new dining venue on Allura, The Crêperie.



## P&O CRUISES

e: Facebook - P&O Cruises Travel Agent Sales  
w: [pocruises.com](http://pocruises.com)



**NEW for 2025:** The launch of our new multi-year partnership with Pride of Britain and Pride of Scotland, and of course, the 10th Anniversary of our flagship, Britannia. Keep an eye out on [shinerewardsclub.com](http://shinerewardsclub.com) for some fantastic new incentives.



## PONANT

e: [bookings@ponant.com](mailto:bookings@ponant.com)  
w: [ponant.com](http://ponant.com)



**NEW for 2025:** All-new exploration cruises to the biodiverse coasts of southern and western Australia featuring Tasmania, plus unforgettable South African adventures to Walvis Bay and Port Elizabeth, and the unique coastlines of Namibia and Madagascar.



## PRINCESS CRUISES

e: [academy@princesscruises.co.uk](mailto:academy@princesscruises.co.uk)  
w: [princess.com/en-uk](http://princess.com/en-uk)



**NEW for 2025:** We introduce our latest Next-Level Love Boat, Star Princess, to the fleet this Autumn. We're also launching a host of dynamic trade events, innovative training tools, and bringing back our highly rated ship visit programme.

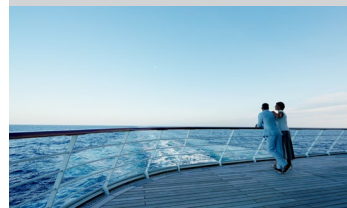


## QUARK EXPEDITIONS

E: [explore@quarkexpeditions.com](mailto:explore@quarkexpeditions.com)  
w: [quarkexpeditions.com/partners](http://quarkexpeditions.com/partners)



**NEW for 2025:** More included helicopter experiences than ever before, including on an industry-first "Antarctica by Helicopter: Icebergs, Mountains & Remote Lands" itinerary. Also brand new itineraries inc. a Snow Hill/Antarctic Peninsula combo voyage.



## REGENT SEVEN SEAS CRUISES

e: [agencysales@rssc.com](mailto:agencysales@rssc.com)  
w: [rssc.com](http://rssc.com)



**NEW for 2025:** An extensive travel partner ship visit programme as Seven Seas Grandeur arrives for the first time into the UK. Further news regarding our new ship, Seven Seas Prestige, will be announced along with the maiden sesason going on sale.

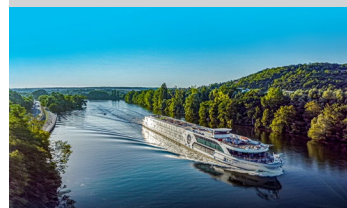


## RIVERSIDE LUXURY CRUISES

e: [uk.sales@riverside-cruises.com](mailto:uk.sales@riverside-cruises.com)  
w: [riverside-cruises.com](http://riverside-cruises.com)



**NEW for 2025:** Introducing long stay river cruises to the collection! Sail across three rivers on a series of luxury river cruises from 11-22 nights available throughout the year on-board Riverside Mozart, Riverside Ravel & Riverside Debussy.



## RIVIERA TRAVEL

E: [agencysales@rivieratravel.co.uk](mailto:agencysales@rivieratravel.co.uk)  
w: [rivieratravel.co.uk](http://rivieratravel.co.uk)



**NEW for 2025:** Our 2 brand new ships setting sail; the MS Riviera Radiance on the Danube and MS Riviera Rose on the Douro. Explore our new themed river cruises for a more exclusive experience for your customers.



## ROYAL CARIBBEAN

e: [royalsalesupportuk@rccl.com](mailto:royalsalesupportuk@rccl.com)  
w: [royalcaribbean.com/gbr/en](http://royalcaribbean.com/gbr/en)



**NEW for 2025:** The launch of our second Icon Class ship, Star of the Seas sailing from Port Canaveral from August with every sailing going to Perfect Day at CocoCay and the opening of our first Royal Beach Club, Paradise Island in Nassau in December.



## SAGA

e: [tradesupport@saga.co.uk](mailto:tradesupport@saga.co.uk)  
w: [travel.saga.co.uk/cruises](http://travel.saga.co.uk/cruises)



**NEW for 2025:** Our new river ship, Spirit of the Moselle, launching in July will be identical in spec to sisters Spirit of the Rhine & Spirit of the Douro however will have her own individuality with unique colours, artwork and furnishings.



## SCENIC

e: [agency-sales@scenic.co.uk](mailto:agency-sales@scenic.co.uk)  
w: [scenic.co.uk](http://scenic.co.uk)



**NEW for 2025:** Scenic Eclipse sails to East Antarctica and the Ross Sea – a unique destination few have travelled to.



## SEABOURN

e: [sales-support@seabourn.com](mailto:sales-support@seabourn.com)  
w: [seabourn.com/en/gb](http://seabourn.com/en/gb)



**NEW for 2025:** New Ocean Voyages – Japan, Caribbean (ex-Barbados) and Polynesia, as well as gorgeous Europe destinations / Extraordinary New Expeditions – South Pacific, Kimberley, Arctic & Northwest Passage.



## SEA CLOUD CRUISES

e: [aringel@seacloud.com](mailto:aringel@seacloud.com)  
w: [seacloud.com](http://seacloud.com)



**NEW for 2025:** Roundtrip Venice sailing the Adriatic coast. Reserved for small, fine ships: dock in the centre of Venice, overnight in port for an evening stroll between Doge's Palace and the Rialto Bridge, and experience a spectacular sailaway.



## SEADREAM YACHT CLUB

e: [info@seadream.com](mailto:info@seadream.com)  
w: [seadream.com](http://seadream.com)



**NEW for 2025:** SeaDream returns to Northern Europe with a series of voyages yachting the Norwegian fjords and British Isles. Newly upgraded yachts also offers new destinations in Caribbean and Mediterranean.

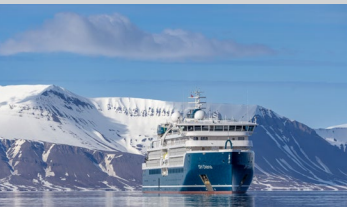


## SILVERSEA

e: [salesuk@silversea.com](mailto:salesuk@silversea.com)  
w: [silversea.com](http://silversea.com)



**NEW for 2025:** The world's southernmost hotel in Puerto Williams, Chile, and enhanced Antarctica access. Continuous offering of voyages across all 7 continents, appealing to every generation with experiences from world cruises to active expeditions.



## SWAN HELLENIC

e: [sales-uk@swanhellenic.com](mailto:sales-uk@swanhellenic.com)  
w: [swanhellenic.com](http://swanhellenic.com)



**NEW for 2025:** Svalbard's Arctic wilderness is easily accessible with more 7-night cruises in 2025, with pre-night & return charter flight from Copenhagen included.



## TAUCK

E: [tauckreservations@tauck.co.uk](mailto:tauckreservations@tauck.co.uk)  
w: [tauck.co.uk](http://tauck.co.uk)



**NEW for 2025:** Our 14-Night, Romantic Capitals: Prague to Paris itinerary. Our newest and only river cruise that takes guests along 4 main rivers; Main, Rhine, Danube and Moselle, all on one ship.

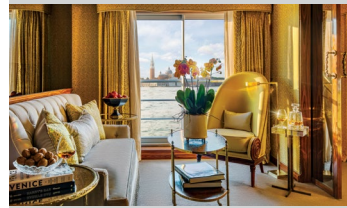


## TUI RIVER CRUISES

e: [trade.relations@tui.co.uk](mailto:trade.relations@tui.co.uk)  
w: [tui.co.uk/river-cruises](http://tui.co.uk/river-cruises)



**NEW for 2025:** 3 new itineraries including a 5-night Netherlands / Keukenhof sailing in April and a 7-night sailing to smaller ports along the Danube. In Winter 2025 our second Nile ship, TUI Bahareya joins the fleet, and we'll offer festive Danube sailings.



## UNIWORLD BOUTIQUE RIVER CRUISES

e: [agency.sales@uniworld.com](mailto:agency.sales@uniworld.com)  
w: [uniworld.com/uk](http://uniworld.com/uk)



**NEW for 2025:** Explore the world in luxury onboard brand-new ship S.S. Elisabeth and our Ultimate European Journey collection featuring seamless 12 to 25-day itineraries & newly enhanced routes combining luxury rail & cruise journeys.



## VIRGIN VOYAGES

e: [uksalesteam@virginvoyages.com](mailto:uksalesteam@virginvoyages.com)  
w: [sellvv.co.uk](http://sellvv.co.uk)



**NEW for 2025:** Explore the wonders of Europe with our brand-new 6-13 night sailings. With 16 new ports, from Reykjavik's beauty to Istanbul's allure, the summer of 2025 promises to be an unforgettable kid-free, award-winning holiday experience.



## VIVA CRUISES

e: [sales@viva-cruises.com](mailto:sales@viva-cruises.com)  
w: [viva-cruises.com](http://viva-cruises.com)



**NEW for 2025:** We not only welcome our third newbuild, VIVA ENJOY, operating from cities such as Amsterdam and Vienna; we are also excited to offer cruises on the popular Douro river onboard PORTO MIRANTE with our signature VIVA All-Inclusive.

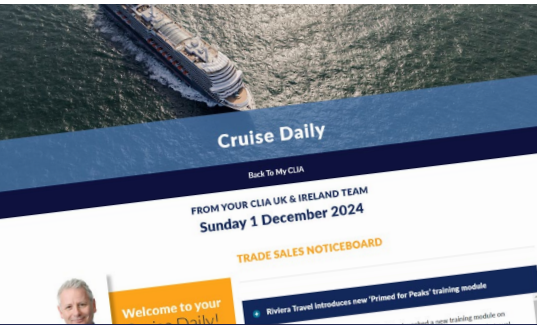


## WINDSTAR CRUISES

e: [augustus.lonsdale@windstarcruises.com](mailto:augustus.lonsdale@windstarcruises.com)  
w: [windstarcruises.co.uk](http://windstarcruises.co.uk)



**NEW for 2025:** Star Seeker, our first Star Class newbuild arrives in late 2025, offering over 60% balcony accommodations and new destinations for 224 guests. We will also launch our first winter Canary Islands season on the Wind Star in November.



## CRUISE DAILY & TRADE SALES NOTICEBOARD

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

- Latest Cruise news
- A Trade Sales Noticeboard
- “Last Month in Cruise” Articles
- Latest CLIA News



## CLIA RECOMMENDS

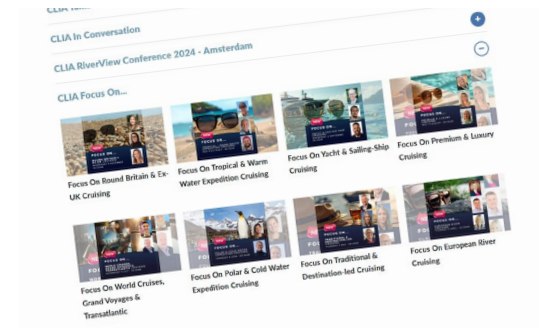
Opportunities not to be missed - extra earning potential, chances to win, or get onboard your favourite ships!

- Incentives or competitions
- Ship Visit programmes
- FAM Trips or Agent Rates
- Training Roadshows



## 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.



## EVENTS & ONDEMAND

The 2025 CLIA events calendar offers a wide variety of in-person events, from Flagship Conferences to smaller, more intimate Forums.

All recorded virtual content can be watched back “OnDemand”.



## AGENT RESOURCES

Your library of resource materials:

- Your series of “New-To” Guides
- Itinerary Experience Factsheets
- Annual Yearbooks
- Unique factsheets & resources



## NEW TO SELLING CRUISE

A section of the website, developed exclusively with new to selling cruise agents in mind, including a wealth of introductory need-to-know cruise content that will put you in a great position to start your cruise sales journey.



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Travel Agent Facebook Group

CLIA members are invited to join our dedicated  
**“CLIA UK & Ireland Travel Agents” Facebook Group**  
where we aim to create a community feel, for useful tips,  
advice and information to help you sell cruise.

**CONTACT US**

[ukinfo@cruising.org](mailto:ukinfo@cruising.org)



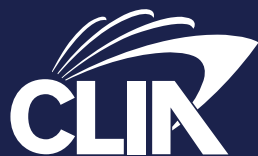
**Nikola Dale**  
CLIA Membership



**Adele Fitzpatrick-Foster**  
CLIA Events



**Andy Harmer**  
Managing Director



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