

# CLIA FACTSHEET

## TOP REASONS TO TAKE A CRUISE



### EXPLORE INCREDIBLE DESTINATIONS AND ONLY UNPACK ONCE

A cruise offers the most stressfree and relaxed way to travel to multiple destinations in one holiday. A cruise takes away the hassle that land-based travel inevitably brings, such as having to navigate how to get from A to B, where to dine in each new location, and having to keep repacking. Instead, the ship and its crew do all the hard work for you. During the day, you can discover a new port, take a guided tour, or simply relax by the pool. At night, enjoy dinner with five-star service followed by fabulous entertainment and a comfortable night's sleep, before waking up the next morning at your next destination.



### THERE IS A CRUISE FOR EVERYONE

The cruise industry has evolved beyond recognition in recent years. Now with over 50 cruise lines offering something unique to their guests, there truly is a cruise for everyone. From ships that hold thousands of guests and boast attractions including waterparks and rock-climbing walls to those that cater for a few hundred guests and have a one to-one ratio of crew to guests. From luxury and expedition, river cruises, ships built for families, or couples, to adults-only or themed cruises, there is a cruise out there for everyone.



### DON'T LIKE FLYING? REMOVE THE NEED FOR AIRPORTS

Going on a cruise from a home country port – such as Southampton, Dover, Dublin or Portsmouth means you can start your holiday straight away. Simply arrive to the terminal with as much, or as little luggage as you wish and board the ship. No airports, no planes and no long transfers. Simple! Of course, starting a cruise from a home port isn't always an option and depends on your customer's preferences on destination, cruise line and/or ship.



### EXPERIENCE UNIQUE MOMENTS ASHORE

Imagine taking a ride in a helicopter over the Alaskan glaciers; enjoying time as a family as you learn about the remains of Pompeii; taking a Spanish cooking class in Las Ramblas; or kayaking down the longest Fjord in Norway. The list of unique and fascinating excursions on offer is endless – experiences that your customers wouldn't ordinarily get the chance to do.

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### FABULOUS ENTERTAINMENT, ALL INCLUDED IN THE COST OF THE CRUISE

Entertainment on ocean cruises has come on leaps and bounds over the last decade. As with all other aspects of the cruise experience, the shows and productions have benefited from significant investment and innovation. The cruise industry now boasts an amazing programme of theatre, singers and performances, totally unrivalled to any land-based package holiday. The well-equipped entertainment spaces are incredibly diverse – beautiful theatres, poolside stages, aqua-theatres, skating rinks, comedy clubs, TV and lecture studios, jazz clubs, pubs and much more. The choice of show is equally diverse, from Broadway shows that are household names, to crew shows, new global acts, singing sensations, up and coming comedians and awe-inspiring magic acts.



### THE CREW

Research shows that guests really appreciate the incredible service provided by crew. They go the extra mile every day, on every sailing. This includes the room stewards and stewardesses who clean rooms twice a day; restaurant and bar staff; those responsible for excursions; receptionists; officers and the Captain – the whole crew on cruise ships bring an added quality to the holiday which is difficult to put into words. The number of crew will vary according to the size of the ship and the style of cruise chosen, with luxury and ultra-luxury ships providing a one-to-one crew to passenger ratio to give a more individual experience.



### INCREDIBLE DINING OPTIONS

Cruise line guests can enjoy a sumptuous breakfast, lunch and dinner – and often a complimentary afternoon tea, room service and snacks in-between. All ships will cater to all dietary requirements and offer healthy options. What will vary between the cruise lines is the number of restaurants. Some larger companies strive to have as many options as possible. Note that not all dining options are included in the cruise fare, and some require pre-booking pre-cruise; but you cannot fail to be impressed with the dining options onboard ships. You will not find this choice or quality of dining on a normal land-based holiday. Some cruise lines offer foodie themed cruises (sometimes with Celebrity Chefs), and others have spaces onboard where guests can take part in cooking classes and demonstrations.



### CRUISE HOLIDAYS SUIT ALL TASTES & AGES

With all groups being catered for, a cruise is arguably the best type of holiday for families. Whether it is just the parents and children travelling together, or multigenerational / skip-generational families (grandparents travelling with grandchildren), a cruise offers something to suit all ages and interests. When it comes to keeping the young ones entertained, on many ships you will find nursery facilities, babysitting services, kids clubs and specific dining options. On the larger ships there are even waterparks, amusement arcades, ice-skating, zip-lines, cooking schools, sports parks and rollercoasters! Ashore, there's plenty for the family to do thanks to the wide variety of shore excursions in each port.