

# TrainingFest 2008

is almost here!



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may  
2008

from the  
bridge



Terry Dale  
CLIA President  
and CEO

CLIA's Board of Directors recently elected Crystal Cruises' President Gregg L. Michel as our association's executive chairman. Gregg, a 33-year cruise industry veteran succeeds Richard D. Fain whose leadership and guidance has been invaluable to our industry, particularly through the merger of ICCL and CLIA. We are pleased to welcome Gregg, and are confident that this appointment echoes the diversity of our various cruise line members.

Gregg's vision and unwavering dedication to the travel agent community will serve us well under his direction moving forward. I am confident that Gregg's breadth of knowledge will inspire the kind of thought leadership that will continue to develop positive growth throughout the industry.

## CLIA breaking news

### TrainingFest 2008 is Almost Here!

CLIA has announced details of TrainingFest 2008, one of the fastest ways for travel agents to earn CLIA Certification credits, including new cities and new seminars. New in 2008 is the ability to earn the mandatory training credits needed during the two-day TrainingFest to become a Certified Cruise Counsellor.

TrainingFest provides travel agents throughout the United States and Canada with a convenient way to earn valuable credits toward CLIA Certification by attending the two-day seminar program and trade show in any of 11 cities between July and September. For the first time, participation in four seminars and attendance at the trade show will satisfy the mandatory training requirements for MCC Certification.

TrainingFest cities for 2008 include:

- Houston, July 10-11
- Philadelphia, July 17-18
- Las Vegas, July 24-25 (New for 2008)
- Cleveland, July 31-August 1 (New for 2008)
- Atlanta, August 7-8
- Los Angeles, August 14-15
- Toronto, August 21-22
- Seattle, September 4-5 (New for 2008)
- Baltimore, September 11-12
- Edmonton, September 18-19 (New for 2008)
- Chicago, September 25-26

Seminars for this year's TrainingFest include Power Selling Techniques and Cruising...Knowing the World You Sell. Both are Level 1 courses and recommended for agents with less than two years experience selling cruises. Other Level 1 seminars this year will be: Cruise Vacations – An Introduction and Principles of Professional Selling. The more advanced level 2 seminars will include: Building a Smart Business Plan, Customer Relations Management: Made Easy, Selling to Special Interests – Niche Markets, and Cruising – The Ultimate Incentive.

For more information about TrainingFest please see the training section of CLIA, or visit [www.cruising.org](http://www.cruising.org) or call 754-224-2200.

# CLIA training



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## DVD of the Month: Cruising... Knowing the World You Sell



Dr. Marc Mancini, leading travel educator and speaker shows you some of the world's great cruise destinations – the Caribbean, Alaska, Europe, Asia, the Pacific, South America and Mexico – and shares insights on the best way to sell them. Presented in a lively news broadcast format. (70 minutes). Take this opportunity to expand your library with a purchase of 10 DVDs for only \$99.95 for CLIA members. (\$199.95

if purchased individually). Please [click here](#) to view the current list of DVDs available for purchase.

## CLIA is Looking For The Next Generation of Agents



Do you know what CLIA is doing about your future sellers? CLIA is currently conducting seminars at Colleges and Universities throughout the United States and Canada in what are called the Associate Cruise Degree (for the United States), and Associate Cruise Program (for Canada). These programs are being taught exclusively by CLIA's Trainers to future cruise sellers in a campus setting. CLIA is looking to expand these programs and will welcome any leads or contacts for opportunities at your local Colleges and Universities. Please contact CLIA at 754-224-2200.

## 3rd Quarter Seminars Boost Your Profits



Motivation, Inspiration, and Education are coming to a city near you! CLIA will be conducting training seminars in 10 cities throughout the United States and Canada during the months of July, August and September. The two featured seminars will be:

**Direct Mail That Sells (15 credits).**

During this seminar, participants will learn how to apply basic writing principles, write copy that sells and create a profitable direct mail campaign. Subjects covered: the six steps to writing anything, the 7 "C"s of powerful writing, getting the reader's attention, setting up a database, when and what to mail and how to track and measure your mailings.

**Effective Presentation Skills (15 credits)**

Upon completion of this seminar, the participant will be able to deliver all types of presentations with professionalism and confidence. Topics to be covered: overcoming stage fright, audience analysis, creating the presentation, voice gestures and posture to link with the audience, overcoming problems and disruptions, and achieving audience commitments.

Please [click here](#) for the 3rd Quarter Agent Training Program schedule.

## CLIA'S TRAINING COMES TO YOU!

CLIA's training programs come directly to you by way of scheduled classes and CLIA's Training By Request Program (when you gather 50 agents or more for training). [View our calendar](#) and find the next training classes in your area or call us at 754-224-2200 ext. 225 or 220.

## CLIA membership

### Member Q&A – What's on Your Mind



Each month, CLIA will answer some of your questions. To submit a question, please email it to [cliatoday@cruising.org](mailto:cliatoday@cruising.org).

**QUESTION:** I joined as a Travel Agent Member, but I am not showing up in the agent locator area of the CLIA Website. What do I do?

**ANSWER:** When you join, if you mail or fax your application to CLIA and in order to be listed in the Cruise Expert Locator, you must go to [www.cruising.org](http://www.cruising.org) and choose to be listed on the Cruise Expert Locator.

A week to 10 days after you have faxed or mailed in your application, you can call our customer service department at 754.224.2200 to get your agent key and your password.

Once you have this information you will go to [www.cruising.org](http://www.cruising.org) click on the Travel Agent Center and log in your CLIA number. Once you have logged in with your CLIA number, then click on the link to Update Member Profile and Contact Information. You will then enter your AGENT KEY and PASSWORD. Once this is entered you will have access to your profile and will be able to update your profile. There you also can choose to be listed on the Cruise Expert Locator. You will be listed with your contact information, which will also reflect that you are a "Travel Agent Representing" the name of your host CLIA agency. If you have any questions, you can contact our Customer Service Department.

**QUESTION:** I am a bit confused about what documentation my clients need for their cruise

**ANSWER:** You should always check with the cruise line to see what documentation they require, but effective June 1, 2009, the following rules take effect for cruise passengers:

- U.S. citizens on cruise voyages that begin and end at the same U.S. port (closed-loop itineraries) must show proof of citizenship\* and government-issued photo ID (such as a driver's license). A passport will not be required for passengers that fall into this category.

\* Documents include: Original or certified copy of birth certificate; Naturalization papers; Consular Report of Birth Abroad issued by Department of State.

- All other passengers and/or itineraries (such as cruises that begin in one U.S. port and return to a different U.S. port or any cruise that begins or ends in a foreign port) will require a passport or other recognized document. For a list of accepted documents, see [www.travel.state.gov](http://www.travel.state.gov).

## Profile: Allen Peachell, Customer Service Representative

Allen is one of CLIA's newest employees dedicated to helping provide a higher level of customer service. A native of western Canada, Allen grew up in Winnipeg,



Manitoba and graduated with a Bachelor's degree in Journalism and Advertising. After moving to the United States to pursue his career, he worked for one of the top fifty agencies in the country and later freelanced for a variety of clients in the travel and tourism industry. Some of his credits include; Travel Manitoba, Mexico Tourism and Atlantis Paradise Island resort. Allen has honed his people skills and prides himself in helping others to find the information or answers they need. At CLIA, he is responsible for new agency applications, issuing certificates and

keeping the contact information of over 16,000 members continually updated. In his leisure time, Allen enjoys biking, basking on the beach or discovering one of Florida's hidden treasures. His future plans include exploring the eco wonders of Costa Rica or hiking the ancient ruins of Machu Picchu.

## CLIA events

### cruise3sixty 2009 Registration Tops 500



Just 30 days after opening general registration for travel agents to attend cruise3sixty in Fort Lauderdale, April 2 – 5, 2009, more than 500 travel professionals have already signed up. With 11 months to go until the conference, CLIA fully expects next year's show to sell out in advance.

Advantages to registering early for cruise3sixty include a special "early bird" rate and first choice for high-demand ship inspections and seminars. Equally important, cruise3sixty participants have access to outstanding educational opportunities. And with total registrations restricted by the physical size of the Broward County Convention Center, it becomes even more important to register today.

Early bird registration rates are available now for registrants, with an additional discount available for those using their American Express cards. Graduates of CLIA's certification programs may register for \$99; CLIA member travel agencies pay \$139; and non-CLIA members may register for \$169. Registration fees are \$10 less in each category (\$89; \$129; and \$159, respectively) if booked with an American Express credit card. Registration includes admittance to the trade show, general sessions, ship inspections, educational programming, receptions and all meal functions.

For more information on CLIA's 2009 cruise3sixty, visit [www.cruising.org](http://www.cruising.org) or [www.cruise3sixty.com](http://www.cruise3sixty.com). Vancouver, British Columbia, will be host to the 2010 conference.



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## Save The Date for WLCN '08



One of the biggest events of the travel year is just around the corner. As part of National Cruise Vacation Month in October, CLIA is conducting its 4th annual World's Largest Cruise Night (WLCN) on October 16, 2008. Like last year, there are two ways for you to participate. You can conduct a traditional cruise night event in a physical location and utilize the CLIA website to determine the cruise line resources and support available to you to make your event a tremendous success.

Instead of or in conjunction with a cruise night event, you can also participate in CLIA's online Virtual World's Largest Cruise Night. You'll be able to select up to five cruise line videos and customize a web page just for your agency including a section for special offers. You can then email the link to your customized WLCN 2008 web page to your clients inviting them to view videos and to contact you to book a cruise.

Last year's WLCN was a huge success. Participating agents reported generating a total of 17,852 bookings - which translated into an estimated \$22.3 million in sales that yielded more than \$3 million in travel agency commissions. More than 45,000 consumers attended an event sponsored by 900-plus travel agencies across North America.

Over 3,000 agencies participated in the Virtual WLCN and it was estimated that consumers viewed cruise line videos more than 50,000 times. Agents surveyed projected 16,802 bookings and \$21 million in sales as a result of their two weeks of Virtual WLCN participation. Nearly 200 agencies not only chose the Virtual WLCN option but conducted a WLCN event in a physical location as well.

Combined, CLIA's 2007 WLCN events and online Virtual WLCN option were estimated by the nearly 4,000 participating agents and agencies to generate a total of as many as 34,654 bookings, \$43.3 million in sales and over \$5.8 million in travel agency commissions.

In July, CLIA will post information on its website at [www.cruising.org](http://www.cruising.org) and open registration for WLCN 2008 in August.

## CLIA industry focus

### Safety and Security



Many people view cruising as a family-friendly and safe vacation option, and for good reason. The very nature of a cruise ship's environment is similar to a secure building with a 24-hour security staff.

Cruising also has an excellent safety record. Because cruise lines are in the vacation business, the safety and security of their guests is understandably their highest priority.

All cruise ships are required to have in place formal security plans that meet national and international regulations. Large ocean-going vessels also retain their own highly trained security personnel - often former law enforcement or military personnel.

Upon boarding, cruise passengers learn what to do and where to report in the unlikely event of an emergency. This drill is required by both U.S. and international law.

Cruise ships operating from U.S. ports are inspected regularly by the U.S. Coast Guard to ensure the vessel is following all laws pertaining to safety, security and environmental protection. The larger CLIA cruise ships maintain advanced communications, navigation and weather-forecasting systems.

The crew of the average cruise ship includes several teams of fire and emergency personnel able to respond immediately to any emergency. An average-sized, ocean-going cruise ship's safety equipment typically includes as many as 4,000 smoke detectors and alarms.

As for personal safety, guests should feel safe while practicing the same common sense and precautions they use at home. Guests should also be sure to participate in all safety drills while onboard, and never hesitate to ask crew members for guidance should they have any questions. Each crew member aboard the ship - including waiters, cabin stewards and rock-climbing instructors - have a role in emergency procedures and must be trained in those procedures.

For passengers, security measures begin at cruise terminals with the latest screening procedures (including a requirement for 100 percent screening of all passenger luggage on cruise voyages with international destinations).



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## CLIA cruise news

### New Carnival Dream to be Based at Port Canaveral

**Carnival.** *Carnival Cruise Lines* announced that the new 130,000-ton *Carnival Dream*, the largest "Fun Ship" ever constructed, will be based at Port Canaveral, Fla., beginning in fall 2009. Details on the ship's itinerary will be provided at a later date. Currently under construction at the Fincantieri shipyard in Monfalcone, Italy, the 3,652-passenger *Carnival Dream* is the first in a new class of ship for the line with a unique interior design, sleek hull and distinctive profile, along with a host of innovative facilities and features, which will be released in the coming months.

### Celebrity Cruises Gives 'Spring Cleaning' New Meaning



For many homeowners, "spring cleaning" can be an overwhelming chore. But just imagine if the effort involved replacing 2,707 square feet of tile, 9,843 square feet of carpeting, and 2,500 yards of fabric. Within just 17 days, *Celebrity* completed all that and more on *Celebrity Summit* during the ship's scheduled drydock period from April 11-27 at Blohm + Voss in Hamburg, Germany. The ship resumed its European season, complete with a new 11,000-kilowatt diesel genset (dedicated electrical generation system), which reduces fuel consumption by generating electricity for the ship while in port.

### Cunard Announces 2009 Voyage Program



Following simultaneous World Cruises in early 2009, *Cunard Line's* flagship *Queen Mary 2* and the new *Queen Victoria*, will celebrate Cunard's 170th year in service by embarking on a series of more than 60 departures calling on over 75 ports in 34 countries. Highlights of the 2009 schedule include additional *Queen Mary 2* Transatlantic Crossings (including options to extend or embark a Crossing via Boston) and 11 new *Queen Victoria* itineraries featuring 18 maiden calls. Voyages for 2009 aboard *Queen Mary 2* and *Queen Victoria* are available for booking now.

### Holland America Line Announces 2009 Global Itineraries



*Holland America Line* announced its 2009 global deployment, which includes nearly 500 cruises that visit all seven continents and more than 320 ports of call. A highlight of the 2009 plan will take place in the fall, when the *Oosterdam* moves to South America as the first Vista-class ship in the Southern Hemisphere. This will increase the line's South America capacity by 32 percent in this market. Cruises, which sail from 35 home ports including 11 in North America, range from two to 117 days in length.

### Hurtigruten Unveils Seven New Theme Vacations



**HURTIGRUTEN** *Hurtigruten* is introducing a wide-ranging portfolio of seven theme vacations, taking place aboard its fleet of modern vessels as they make their way along Norway's spectacular fjord-filled, 1,250-mile west coast between Bergen and Kirkenes, above the Arctic Circle. These special voyages are being offered in 2008 and 2009 on seven-day northbound, six-day southbound and 12-day roundtrip sailings. The ships make 34 ports of call in both directions - from tiny fishing villages to major cities, allowing secure but easy off/on access.

### Norwegian Cruise Line Introduces New Wave Staterooms



*NCL Corporation* revealed the cruise industry's most innovative living space at sea - *New Wave Staterooms* by NCL. Designed for its next generation of Freestyle Cruising ships, F3, the New Wave standard, New Wave balcony and New Wave deluxe staterooms represent a giant leap forward in cruise ship accommodations with a completely fresh take on bathroom design, contemporary curved architecture and open living space.



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## NCL Names Andy Stuart Chief Product Officer



**NCL Corporation** announced that Andy Stuart has been named Executive Vice President and Chief Product Officer. In this role, Andy, who has been leading the Freestyle 2.0 initiative in his former role as Executive Vice President of Sales, Marketing and Passenger Services, has taken on a more broad-based responsibility for the delivery of the Freestyle Cruising product across the NCL fleet, ensuring that it provides exceptional value and quality for guests and is consistent with the marketing and brand positioning of the company.

## Oceania Cruises Introduces New Travel Agent Dashboard

**OCEANIA CRUISES** *Oceania Cruises* is pleased to present the travel agent community with the new Travel Agent Dashboard. With greatly increased functionality, the new Agent Dashboard provides agents with greater resources and management tools at their fingertips, which provide them seamless access to reservations, 24 hours a day, 7 days a week.

## Royal Caribbean's 2009-10 Caribbean Cruise Season



Consistently pleasant weather, beautiful beaches and rich cultures make the Caribbean a rejuvenating and enriching region for a tropical getaway or a family cruise vacation. For the 2009-2010 cruise season, *Royal Caribbean International* will offer 31 distinct itineraries on 264 sailings, ranging from six to 14 nights. Vacationers can choose departures aboard nine of the world's largest and most innovative cruise ships from the ports of Miami, Port Everglades, and Port Canaveral, FL; Cape Liberty in Bayonne, NJ; Galveston, TX; San Juan, PR; and Colon, Panama.

## Royal Caribbean Unveils First Genesis Ship Details



In its latest evolution in cruise ship design, *Royal Caribbean International's* Project Genesis will bring the best of the land to sea with Central Park, a revolutionary design in which the center of the ship opens to the sky and features lush, tropical grounds spanning the length of a football field. An exquisite public gathering place featuring serene pathways, seasonal flower gardens and canopy trees, Central Park will provide cruisers with more choices in a unique outdoor space. One of the ship's most ground-breaking spaces, this new concept is the first of seven neighborhoods to be unveiled on Project Genesis. Each neighborhood will provide vacationers with the opportunity to seek out relevant experiences in various locales based on their personal style, preference or mood.

## Celebrity Galaxy Moving to TUI Cruises Fleet



*Celebrity Cruises' Celebrity Galaxy* will become the first ship of TUI Cruises, a new cruise brand established through a joint venture between Royal Caribbean Cruises Ltd. and TUI AG. TUI Cruises is designed for German-speaking guests seeking a contemporary/premium cruise experience. The onboard product will be custom-tailored to German tastes in food, entertainment and amenities.

## Independence Of The Seas Delivered to RCI



*Royal Caribbean International* took delivery of its newest innovative ship - *Independence of the Seas* - during a ceremony at Aker Yards in Turku, Finland. *Independence of the Seas*, is the third of the line's Freedom class of ships and the largest cruise ship ever to be home-ported in Europe. She sails out of Southampton, United Kingdom, during her inaugural season. *Independence* shares the title of world's largest and most innovative cruise ship with sister-ships *Freedom of the Seas* and *Liberty of the Seas*.

# CLIA cruise line profiles

## Azamara Cruises



*Azamara Cruises* is the new, deluxe cruise experience for discerning travelers who long to reach out-of-the-ordinary destinations and indulge in amenities and service unparalleled on the high seas.

The unique offerings of Azamara Cruises are beyond compare: butler service is provided in every stateroom; our shore excursions (we prefer to call them shore immersions), are designed to let guests become part of the fabric of life in each destination, instead of merely being an observer; our enrichment programs offer everything from culinary to photographic explorations; our two specialty restaurants provide the finest cuisine at sea; live entertainment can be enjoyed nightly; and the level of service offered is unmatched.

Azamara Cruises consists of two intimate ships, *Azamara Journey* and *Azamara Quest*. Each can carry 710 fortunate guests and because they are smaller and sleeker than larger cruise ships, they can sail to ports that others simply cannot reach.

You may be wondering where the name Azamara comes from. Azamara is a coined term derived from the Romance languages. This includes the more obvious links to blue (az) and the sea (mar). The name was also inspired by a star, Acamar.

In Classical times, the star Acamar was the most southerly bright star that could be seen from the latitude of Greece. We think of Azamara Cruises as a star on the blue sea. We love the flowing name that conjures up the imagery of magnificent journeys around the world. And we look forward to sharing these voyages with our guests.

General Office:	305-539-6000
Brochures / General Information:	877-222-2526
Individual Reservations:	877-999-9553
Group Reservations:	877-222-2526
Incentive Sales	800-722-5934
Charter Information	305-539-4185
Air/Sea Arrangements:	877-222-2526
Handicapped Passenger Services:	800-242-6374
Guest Passenger Relations:	877-222-2526
Travel Agent Sales Support:	877-222-2526
Travel Agent Relations:	877-222-2526

### Key Selling Points

1. The *Azamara Journey* and *Azamara Quest* offer 710 guests an intimate, personalized cruise experience with such luxuries as butler service, in-room spa treatments, gourmet dining and more
2. 93% of our staterooms are oceanview, and 68% have private balconies
3. Our ships have undergone a \$17.5 million upgrade, including the addition of luxury European linens, new veranda furnishings, flat screen televisions and wireless internet throughout the ships, (including all staterooms)
4. A Spa and Wellness program that is "redefining relaxation on the high seas," including complete spa and aesthetic services, exotic treatment, yoga, Pilates and an onboard Wellness consultant to assist you with creating a complete mind-body-soul program



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## Celebrity Cruises



*Celebrity Cruises* offers comfortably sophisticated, upscale cruise experiences with highly personalized service, exceptional dining, and extraordinary attention to detail. Celebrity sails in Alaska, California, Caribbean, Europe, Galapagos Islands, Hawaii, Mexican Riviera, Northern Africa, Panama Canal and South America, and began sailing in Australia and New Zealand in late 2007. The line also offers unique land-tour vacations in Alaska, Canada, Europe and Australia through its cruise tour affiliate. Noted for "The World's Best Large Ships," as voted by the readers of Conde' Nast Traveler (February 2007 Cruise Poll), Celebrity's current fleet will be joined by *Celebrity Solstice* in 2008, *Celebrity Equinox* in 2009, *Celebrity Eclipse* in 2010, and a fourth *Solstice*-class ship in 2011.



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Group Reservations:	800-722-5476
Incentive Sales	800-345-7225
Charter Information	800-345-7225
Air/Sea Arrangements:	800-636-2440
Handicapped Passenger Services:	800-242-6374
Guest Passenger Relations:	800-280-3423
Travel Agent Sales Support:	800-327-2056
Travel Agent Relations:	800-280-3423

### Key Selling Points

Every Celebrity cruise is a multidimensional experience designed to reinvigorate the body, enrich the soul and strengthen the bonds that connect people to others and the world around them. With a guest-to-staff ratio of 2:1, the exotic AquaSpa by Elemis, one of the world's largest corporate collections of original contemporary art, exceptional cuisine, and onboard experiences including enrichment lectures, naturalists' presentations, sophisticated wine tastings and an outstanding array of shore and land excursions to complement every cruise, it's little wonder that the readers of Condé Nast Traveler voted more Celebrity ships among the world's 10 best than those of any other line for the sixth consecutive year.

## CLIA partners

### DHL Offers Discounts For CLIA Members



The Cruise Lines International Association proudly offers shipping discounts through the DHL Partner Savings Program as one of its member benefits. You can take advantage of discounts up to 25% when you ship with DHL Express on Next Day, 2nd Day, Ground, International, and prepaid SHIPREADY™ services. Please take a moment and complete the following survey so we can better gauge your shipping needs. This should take no more than a minute of your time. Please [click here](#) to take the survey.

### CLIA Seminars at THETRADESHOW



September 7-9, 2008 in Orlando, FL. Join CLIA at THETRADESHOW, where you'll expand your business with the tools and resources designed to help you succeed in today's competitive market. Take advantage of multiple CLIA sessions ranging from beginner to advanced level including:

- Building Client Loyalty
- Cruising – The Ultimate Incentive
- Customer Relations Management Made Easy
- An Introduction to Cruise Vacations
- Group Sales Made Easy

Hurry! Register by June 1 to receive the early bird rate of only \$25! Plus get your first choice of complimentary tickets to Orlando's top attractions. To learn more about the exciting rewards of this event, visit [www.THETRADESHOW.org](http://www.THETRADESHOW.org) or call 1.866.870.9333.

## Amadeus Cruise - The Easy-To-Use Booking Solution

**AMADEUS**  
 Your technology partner

Looking for a cruise booking solution that's efficient, easy-to-use and available free of charge? Look no further than Amadeus Cruise; a solution that will help you better service your customers--creating a more complete and enjoyable travel experience.

With *Amadeus Cruise*, you get the latest in travel information technology including up-to-the-minute availability, multimedia reference for each ship, and multiple, detailed cruise offerings on a browser-based, point-and-click, application. Spend less time on hold and more time providing your customers with services that add value to your business.

Best of all, Amadeus Cruise is available to you at no charge and a GDS affiliation is not required. For more information, call 1.888.AMADEUS in the US or 1.888.611.5554 in Canada or click on the link above.

## American Express Has Launched a Dedicated Resource Center Aimed at The Travel Professional



The Travel Agent Resource Center is a one-stop-shop featuring a variety of revenue-generating programs including the Travel Agency Partnership Program, which allows agents to earn rewards for introducing their clients to American Express Corporate Card solutions. Resources to help you manage your small business and training materials can also be found on the website. The site features special offers from leading industry suppliers that American Express has negotiated for Cardmembers. Many of these offers are commissionable or come with an additional agent incentive. The Travel Agent Resource Center offers all agents a variety of ways to differentiate themselves in the marketplace.

For more information about the American Express Travel Agent Resource Center, visit: [americanexpress.com/travelprofessional](http://americanexpress.com/travelprofessional).

## Vancouver - So Much More Than Just a Port!



With its pristine natural surroundings, cosmopolitan charm, unforgettable attractions and welcoming spirit, Vancouver provides the perfect setting for endless experiences. Simply put, it's one of the world's finest cities to visit. In 2007, readers of Travel Weekly magazine named Vancouver the "Best Destination in Canada" for the fourth consecutive year. When your clients cruise out of Vancouver, make sure you give them ample time to explore some of these great attractions!

Granville Island - Lively and artistic with a popular public market, galleries, shops, theatres and much more; named one of North America's best neighbourhoods.

Stanley Park - This 1,000 acre urban park has been named one of the top 10 greatest public spaces in the world and home to the largest red cedar in North America and the popular 9 km Seawall. Come see for yourself at cruise3sixty 2010! For more assistance please visit us on our [website](#).

## Sabre Travel Network - the Power Behind You!

**Sabre Cruises**

Looking for the right tools for your leisure agency? Look no further. Whether you are home-based or not, use a GDS or just book online, Sabre Travel Network and TRAMS have solutions to meet your specific needs like no other company.

Sabre® Cruises is an easy-to-use, browser-based cruise shopping and booking tool designed to meet the needs of leisure-focused agents. Sabre Cruises allows you to save time by quickly researching and identifying cruises that best match customer preferences, giving you access to 12 cruise lines, representing over 85% of CLIA cruise cabins from a single source.

TRAMS Marketing Alliance (TMA) offers the best targeted marketing program in the travel industry today. Using the latest technology, TMA's programs focus on client relationship management with ClientBase as the key element for integrated promotions. Each participating agency is guided by a professional Marketing Manager to help measure the results of the agency's marketing efforts.

For more information on all the ways Sabre and TRAMS can help you succeed, visit [www.sabretravelnetwork.com](http://www.sabretravelnetwork.com) and [www.trams.com](http://www.trams.com).



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## Enhanced Costa Maya Reopens This Summer



Costa Maya, Mexico's fastest growing cruise port, will re-open its shores to cruise passengers starting July 2008, following its closing after Hurricane Dean in August 2007.

Returning passengers to Costa Maya will enjoy an enhanced experience, while first-timers will delight in the area's rich history, lush tropical jungles, unspoiled beaches, and outstanding diving opportunities. Previously known for a wide range of unique excursions ranging from encounters with a Mayan community to diving the world's second largest barrier reef, Costa Maya has added more innovative tour packages to its offerings, such as BioMaya Bacalar, a zip-lining adventure.

By July 2008, the Port's first and second berthing positions will be fully operational. A third berth is expected to be completed by November 2008. Upon re-opening, Costa Maya also will offer fully-enhanced facilities, such as F3 and Genesis class capabilities to allow for newer, larger vessels. To learn more about Costa Maya, please visit [www.costamaya-mexico.com](http://www.costamaya-mexico.com).



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## help us help you

This e-newsletter is designed to provide you timely updates on CLIA activities and events. We're always looking at ways to improve, and we welcome your comments and questions. To send us your ideas for the CLIA Today e-newsletter, please email us at [cliatoday@cruising.org](mailto:cliatoday@cruising.org) Due to the volume of responses, we are unable to personally respond to each suggestion, but we promise that each will be read. We will do our best to incorporate your feedback into this e-newsletter.

For general questions and comments regarding CLIA's training and membership, please continue to use our regular email at [info@cruising.org](mailto:info@cruising.org)