

Cruising: meeting and exceeding guest expectations.



CRUISE LINES  
INTERNATIONAL  
ASSOCIATION, INC.

july  
2008

from the  
bridge



Terry Dale  
CLIA President  
and CEO

## CLIA breaking news

### 2008 Cruise Market Profile Study Paints Positive Picture of Cruise Industry, Travel Agents Play a Vital Role

Driven by satisfied customers eager to travel more, despite the uncertain economy, the cruise industry remains well positioned for continued growth and success. Continuing to play an essential role in generating the industry's sales are CLIA's North American travel agents, especially those with CLIA Certification. These are some of the conclusions to be drawn from CLIA's just released 2008 Cruise Market Profile Study.

The biannual survey of American consumers, first conducted in 1986, identifies American consumer demographics, attitudes and intentions as they relate to leisure travel and specifically to cruising. A total of 2,426 U.S. residents were interviewed.

This year's findings reinforce previous studies in painting a picture of a healthy, in-demand cruise industry fueled by vacationers with broader travel interests than non-cruisers and whose satisfaction with cruising is based on perceived and realized value. In 2007, 9.57 million Americans took a cruise vacation, representing 76 percent of the total 12.56 million guests carried on CLIA member cruise lines. Based on this year's study, 33.7 million Americans stated intent to cruise within the next three years.

Among the key findings:

- Among all vacationers in the cruise target market (25+ years of age and incomes \$40,000 or more), nearly three in five (56%) have used a travel agent for any vacation purpose.
- Cruisers, however, still represent prime customers for travel agents; most (78%) use travel agents for at least some travel arrangements.
- Cruisers use travel agents at higher rates than non-cruisers for planning non-cruise vacations as well (60% vs. 44%), especially Luxury cruisers (76%).
- The telephone remains the most popular communication between agents and consumers, however, it's important to note that Internet usage, primarily agency Websites, is growing rapidly. Email, 800 number usage, and in-person visits remain almost stable, each growing by 1% over the last survey.
- Consumer interest in cruising continues to be strong despite downward pressure on travel in general due to the economy and fuel costs; 77 percent of past cruise vacationers and 55 percent of vacationers who have yet to take a cruise, representing 33.7 million American's expressed interest in doing so within the next three years.
- 95 percent of all cruisers rate their cruise experience as satisfying with 44 percent claiming the highest "Extremely Satisfying" ranking making a cruise among the very best in meeting and exceeding guest expectations.
- The general profile of the 2008 cruise vacationer is upscale (with a median household income of \$93,000), educated (69 percent have a college degree) and the median age of cruisers is now 46 years old, down from 49 in 2006.
- Travelers most frequently name the Caribbean as their cruise destination of choice (43 percent) with Alaska, Bahamas, Hawaii, Europe and the Mediterranean/Greek islands also top choices.

*Amidst genuine consumer concern about rising prices and falling real estate values come the results of CLIA's 2008 Cruise Market Profile Study and, once again, they give us all cause to be optimistic. Not only are travelers bullish on cruising – even those travelers who have yet to cruise – they give high marks to travel agents, particularly those with professional designations like CLIA certification.*

*The survey reflects what we in the industry already know: that consumers are highly satisfied with a wonderfully diverse cruise product. CLIA's nearly 16,000 travel agency members play a vital role in our success. We look forward to continuing to work with you in providing invaluable benefits and services, including outstanding training opportunities for all engaged in the important work of furthering their professional development.*

- More than 30 domestic embarkation ports add strong inducement to future cruising: 72 percent cite additional "close to home" ports as increasing their likelihood to cruise.
- Cruise vacationers are the premier leisure traveler. Cruisers travel 39 percent more per year than non-cruise vacationers and they typically spend 50 percent more on their vacation, cruise or land-based.
- Both past cruisers (69 percent) and cruise prospects (56 percent) recognize a cruise vacation as providing very high value for the vacation dollar. Those who have experienced the inclusive nature and service of a cruise vacation rank cruising as the best vacation value.

*What does this mean for the CLIA travel agent? Generate more new business and new cruise clients!*

There are 36 new ships scheduled to enter the CLIA fleet between 2008-2012. The consumer interest and intent to cruise within the next three years remains very strong. In a soft economy, consumers will continue to purchase but become value seekers – and cruising is considered a very high value for the vacation dollar. The cruise customer is the premier traveler and client; they travel more often, they take more types of vacations, they spend more per vacation than the non-cruise vacationer, they use travel agents more for all types of vacations, they are highly satisfied with cruising, and therefore become repeat customers.

## CLIA training

### Certification Counts!



Some of the most interesting findings of the recent Cruise Market Profile are those relating to consumers' attitudes toward travel agents' professional development. Two-thirds of all travelers consider professional designation/accreditation as a cruise expert, such as CLIA's Cruise Counsellor Certification, to be extremely/very important – but, as expected, this is even more important to cruisers (75%) than non-cruiser/vacationers (56%) – particularly luxury (81%) cruisers.

This attitude translates into actual travel agent usage as well. Among all travelers, 62 percent said they would be more likely to use a travel agent with a professional designation. Among cruisers that percentage jumps to 70, and 79 percent for luxury cruisers.

CLIA is widely recognized as having one of the best and most extensive training programs in the travel industry. Increasingly, CLIA-Certified agents are viewed by cruise lines and other industry partners as the standard bearers of professional development. With the results of the latest Cruise Market Profile, we can conclude that consumers place high value on all the hard work put in by our agent members in becoming CLIA Certified. To learn more about CLIA Certification [click here](#).

### DVD of the Month: Principles of Professional Selling - 2<sup>nd</sup> edition



This video/DVD focuses on the essential sales skills that need to be learned and practiced with every client. Subjects covered include - the five essential steps of the sale, turning features into benefits, and tips to refine your telephone sales skills (35 minutes). [Click here](#) to order your copy today!

### 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

## Public Relations for Travel Agencies



Public relations is defined as how you interact and communicate with the public through the media and public appearances. In CLIA's training sessions, you can learn how to use PR to maximize your agency's bottom line. Below are some quick tips. Starting in August we will include monthly PR pointers.

### Tips for Creating Press Releases:

A press release is a PR document, either on paper or electronic, that tells the story about something newsworthy and is written to entice the media.

1. Keep it brief
2. Answer the 5 W's (who, what, where, when, why)
3. Focus on what's new and newsworthy
4. Emphasize the useful information
5. Adjust your timing based on media lead times
6. Make sure you get it to the right person at the newspaper, magazine, TV newsroom, etc.

### Promotional Ideas for Consideration:

1. Write a travel column for a local newspaper or e-based newsletter
2. Host a local cable TV or radio show about travel and cruises
3. Become a favored guest on existing local radio and TV shows
4. Volunteer as an expert industry source for news reporters and producers
5. Sponsor a charity event
6. Do cross-promotions with other businesses
7. Create proactive newsletters
8. Offer to speak at club or organizational meetings
9. Stage a cruise night and/or mini-cruise nights for special groups
10. Create a website and use it to promote hot deals
11. Look for niche groups to promote to
12. Utilize your community's "Welcome Wagon"
13. Think outside the box: Don't be afraid to try new ideas

## CLIA events

### WLCN Will Be Bigger and Better than Ever!



Mark your calendars; send in your registration. Here are some important upcoming dates to remember:

- **Training Fest:** Don't miss out on one of the fastest and most convenient ways to earn your CLIA certification with our traveling training program. This year's *TrainingFest* cities include:
  - Houston, July 10-11
  - Philadelphia, July 17-18
  - Las Vegas, July 24-25
  - Cleveland, July 31-August 1
  - Atlanta, August 7-8
  - Los Angeles, August 14-15
  - Toronto, August 21-22
  - Seattle, September 4-5
  - Baltimore, September 11-12
  - Edmonton, September 18-19
  - Chicago, September 25-26
- **World's Largest Cruise Night:** Last year, more than 45,000 consumers attended WLCN events conducted by 900+ CLIA agencies across North America. According to participating agents, those events generated almost 18,000 bookings representing more than \$22 million in sales and \$3 million in commissions. And for the first time, CLIA facilitated a "Virtual WLCN" that invited consumers to a CLIA agency's customized website to view cruise videos as well as agency contact information and specials. Over 3,000 CLIA agencies conducted a "Virtual WLCN" and report 50,000 video downloads and nearly 17,000 bookings. This year's date? October 16, 2008; and a great opportunity for all. Registration will open this summer at [www.cruising.org](http://www.cruising.org).
- **cruise3sixty:** Growing every year, cruise3sixty was an early sell-out in 2008, with 2,200 travel professionals participating. Registration is already underway for what promises to be another sell-out in 2009. Be sure to join us in Fort Lauderdale, April 2-5! For more information, visit [www.cruise3sixty.com](http://www.cruise3sixty.com).



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## CLIA industry focus

### A Concerted Effort To Educate Public On Cruise Ship Safety Brings Results



"A cruise vacation is one of the safest and most secure forms of vacation travel. Passengers are extremely safe on a cruise ship." That's the message Terry Dale, CLIA's president and CEO, and other industry executives have repeatedly taken to Congress, most recently before the Senate Subcommittee on Surface Transportation and Merchant Marine Infrastructure, Safety and Security in June.

In every instance, CLIA and its members have not only emphasized the proactive role the industry has taken, and continues to take, to ensure that safety is a top priority, but insisted that the issue be put into proper perspective. They have cited U.S. Coast Guard testimony before Congress showing that any kind of incident onboard a cruise ship is "extremely rare." They have noted that cruise lines work closely with the U.S. Coast Guard, FBI and other government agencies, including the Department of Homeland Security and international organizations, to ensure maximum safety and security for all passengers.

The message that CLIA and its members want the public, and members of Congress, to understand is "Our industry has no higher priority – no stronger commitment – than maintaining our excellent record for safety and security." This is demonstrated in numerous ways:

- Every cruise ship has qualified security officers and security staff who are "experienced, highly-trained law enforcement personnel."
- Every crew member is required and trained to look out for the safety and security of all passengers.
- Anyone boarding a CLIA member ship, and every piece of their luggage, are subject to more rigorous screening than is required for airline passengers at most of the world's airports.
- Any incident or even alleged incident onboard a cruise ship is immediately reported to the FBI and Coast Guard, and both agencies say the system is working well. Despite some misleading representation of the facts, this reporting is mandatory, not voluntary, and the Coast Guard has testified that there is "no emerging requirement for legislative change regarding the incident reporting requirements."
- In this day and age of cell phones, camera phones and internet access, the likelihood that a serious incident would go unnoticed, let alone unreported, is highly unrealistic.

In his June testimony before Congress, Terry Dale gave perhaps the most convincing argument for the safety of cruise vacations. Noting that independent surveys show that 95 percent of all passengers say they are satisfied with their cruising experience and more than 50 percent of cruise passengers are multiple cruisers, he stated "This strongly shows that passengers feel that cruising is a safe, enjoyable and highly valued vacation choice."



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## Global Entry Program Allows Frequent Travelers Expedited Clearance Upon Arrival Into the U.S.



A long Customs line usually awaits most passengers after international flights into the U.S. Now, with the new Global Entry program, frequent travelers can bypass this line by utilizing automated kiosks at select airports, which uses fingerprint technology to verify members and their status. Global Entry is a harmonized program managed by U.S. Customs and Border Protection that allows pre-approved, low-risk travelers expedited clearance upon arrival into the U.S.

Travel agents are encouraged to inform their clients of this new program. Enrollment is voluntary and only U.S. citizens and Lawful Permanent Residents of the U.S. are eligible for membership. Children under 14 are not eligible and children aged 14 – 17 will require written consent of a parent or legal guardian. Enrollment can be done online at [globalentry.gov](http://globalentry.gov). Applicants will need to fill out a single application and pay a one-time fee of \$100 for a five-year membership.

Global Entry kiosks are located, first at John. F. Kennedy International Airport, Washington-Dulles International Airport and George Bush Intercontinental Airport. When using the kiosk, travelers will be prompted to insert a machine-readable passport, utilize the fingerprint technology and look into a camera, which verifies Global Entry membership against the biometrics stored in the database. All travelers, including Global Entry members, are subject to random examinations by CBP officers. For more information on Global Entry, please visit [globalentry.gov](http://globalentry.gov).

## CLIA team member

### Profile: Lanie Fagan, Director of Communications



Lanie Fagan, a communications professional with extensive community relations and issues management experience, has taken over as CLIA's Director of Communications. Working out of the association's Fort Lauderdale headquarters, Lanie brings to CLIA an impressive track record as a creative strategic planner in developing, and managing industry programs. Before joining CLIA, Fagan was the Associate Director of Corporate Communications with KPMG, the global network of professional firms providing audit, tax and advisory services in Montvale, New Jersey.

She has also served as the Senior Media and Community Relations Specialist for FPL Energy, a subsidiary of FPL Group, one of the nation's largest providers of electricity-related services; Director of Corporate Communications for Visual Data Corporation; Public Relations Manager at Verizon Wireless and Account Supervisor for Bitner Goodman Public Relations. A graduate of the University of Miami with a degree in Communications, Lanie has an international background, having been born in Spain, and raised in Canada and Hungary.

### Kudos to Gaye



Gaye Stewart-Loudis, CTC, who has served as Membership Director at Cruise Lines International Association since January 2007, has received the Greater Fort Lauderdale Chamber's Women's Council of Commerce's prestigious "Circle of Excellence" award for Travel, Tourism and Hospitality.

As CLIA's membership director, Gaye is charged with administering the association's membership services and benefits to maximize membership retention and acquisition. Before joining CLIA, she spent more than 20 years at Royal Caribbean International in a variety of sales and marketing positions, including Director of National Accounts and Canadian Sales. She also has been affiliated with American Intercontinental University.

"For anyone who has worked with Gaye, this distinguished "Circle of Excellence" award comes as no surprise; in every way, she deserves to stand beside all the illustrious women who have come before her. She is smart, creative, innovative and tremendously committed to quality, and all of us at CLIA take delight in congratulating her for receiving this exceptional honor," said Terry Dale, CLIA's President and CEO.



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## CLIA cruise news

### AMA Waterways to Christen Two New Ships



AMA Waterways, CLIA's newest member, will officially christen two ships in July in Regensburg. The European river ships are the *Amacello* and the *Amadante*, which actually entered service earlier this year.

### Carnival Cruise Lines Unveils New Generation of Ships



Carnival Cruise Lines is focusing on the family with a new generation of ships led by the 130,000-ton *Carnival Dream* due to arrive in late 2009. *Carnival Magic* will debut in 2011. Nearly 15 percent larger than current Carnival vessels, both ships will feature cabins for five, a double decker miniature golf course, outdoor movies, a half-mile open air promenade and, for parents, a Serenity adults-only retreat and the line's largest spa and wellness center, with 65 spa cabins.

### Royal Caribbean Debuts New Features on *Oasis of the Seas*



Royal Caribbean International's *Oasis of the Seas* will not only feature the first zip-line at sea, but a "boardwalk" neighborhood for families that captures the nostalgia of classic seaside piers, and AquaTheater, an amphitheater with the largest freshwater pool on a ship and a full spectrum of activities and performances. The ship, scheduled to debut in 2009, will also offer 28 contemporary two-level loft suites with floor-to-ceiling, double-height windows.

### Silversea Names New Expedition Ship



Silversea Cruises officially named its newly acquired expedition ship *Prince Albert II* in a June ceremony in Monte Carlo. HSH Prince Albert II of Monaco was on hand cut the ceremonial ribbon. The *Prince Albert II* has just completed a multi-million dollar renovation to create the largest accommodations of any expedition vessel, including 20 premium suites. All 66 oceanview accommodations offer marble bathrooms and bathtubs. The ship's inaugural season features polar adventure voyages of 10 to 22 days.

### Holland America Christens New Ship in Rotterdam



Holland America Line christened its 14th ship, the *Eurodam*, in Rotterdam on July 1. Queen Beatrix of the Netherlands did the honors as part of a three-day celebration. *Eurodam* will spend the summer in the Baltic before doing fall foliage voyages in Canada and New England and wintering in the Caribbean.

### Holland American Appoints VP, External Relations



Holland America Line has named Ralph Samuels, an Alaskan lawmaker and businessman, to the position of Vice President, External Relations. Not running for re-election to the Alaska legislature, Samuels will represent HAL in Alaska, Hawaii and Canada.

### Costa Cruise Lines Appoints VP, Sales



Costa Cruise Lines-North America has named Scott Knutson as Vice President, Sales, with responsibility for sales in North America, including national accounts; group, corporate and incentive; and strategic partnerships. Ruben Perez has been promoted to Senior Vice President, Guest Services and Revenue Management.



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# CLIA cruise line profiles

## Crystal Cruises



The difference is Crystal clear.

With a winning formula for success, *Crystal Cruises* consistently ranks among the top luxury properties in the world. The line, in just 16 years, has won an unprecedented number of top awards from such prestigious publications as Condé Nast Traveler and Travel + Leisure for ten consecutive years, among other awards.

*Crystal Cruises* is the recipient of many of the travel industry's highest awards, including "World's Best Large-Ship Cruise Line" (1996-2006, consecutively) and "Best Large-Ship Cruise Line" (1995-2005 consecutively) in Travel + Leisure and Conde Nast Traveler surveys, respectively. Crystal Cruises has also made the Conde Nast Traveler "Gold List" for 10 consecutive years (1997-2007). *Crystal Symphony* and *Crystal Serenity* feature elegantly appointed staterooms (most with private verandahs), an unprecedented array of dining options (Italian and Asian alternative restaurants as well as casual dining in the Trident Bar on designated nights), award-winning entertainment, a lavish Crystal Spa and Salon adhering to Feng Shui principles, and extensive exercise and sports facilities and instruction.

General Office:	866-446-6625
Brochures / General Information:	866-446-6625
Individual Reservations:	866-446-6625
Group Reservations:	310-203-4365
Incentive Sales	310-203-4365
Air/Sea Arrangements:	866-446-6625
Handicapped Passenger Services:	866-446-6625
Guest Passenger Relations:	866-446-6625
Travel Agent Sales Support:	800-820-6663
Travel Agent Relations:	800-820-6663

### Key Selling Points

1. Crystal ships have consistently earned top awards
2. The renowned Crystal experience is distinguished by classic service, abundant space, extensive choices, and quality
3. More than half the ships' accommodations feature private verandahs (85% on *Crystal Serenity*)
4. Crystal's European hotel and dining staff are schooled in the fine art of genteel service
5. Crystal offers excellent value, competitive rates and group booking discounts
6. Creative Learning Institute offers enrichment classes with well-known partners
7. Cuisine by Nobu Matsuhisa, Piero Selvaggio's Valentino restaurant and Wolfgang Puck's Chinois on Main



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## Disney Cruise Line



From its inception, *Disney Cruise Line* was destined to be different. As the first owned and operated cruise line by the dream makers at Disney, Disney Cruise Line specifically designed its ships with areas and activities

that appeal to the unique vacation needs of every member of the family. As a result, Disney Cruise Line vacations offer guests an unbelievable cruise experience not found anywhere else. In addition to offering seven-night cruise vacations to the Caribbean, Disney Cruise Line offers three- and four-night itineraries to the Bahamas and land/sea vacation packages which include a stay at the Walt Disney World Resort.



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General Office:	407-566-3500
Brochures / General Information:	888-DCL-2500
Individual Reservations:	888-DCL-2500
Group Reservations:	800-511-6333
Charter Information	407-566-4865
Air/Sea Arrangements:	877-566-0967
Handicapped Passenger Services:	888-DCL-2500
Guest Passenger Relations:	888-DCL-2500
Travel Agent Sales Support:	800-939-8265
Travel Agent Relations:	407-566-6967

### Key Selling Points

1. Castaway Cay - Disney's private Bahamian Island. New to Castaway Cay is the Flying Dutchman, a 175-foot ghost ship from the record-breaking film, *Pirates of the Caribbean: Dead Man's Chest*. The film prop is anchored just off shore, providing Disney Cruise Line guests with swashbuckling photo opportunities and a sneak-peak into movie-making magic
2. Entertainment - Original Disney musicals, deck parties and family activities
3. Age-specific Activities - children (including nursery), teens and adults
4. Rotation dining - where guests, servers and tablemates rotate to a different dining experience nightly
5. Seamless land and sea vacations: In the summer of 2008, Disney Cruise Line will return to the West Coast, once again offering its highly popular seven-night Mexican Riviera sailings

## CLIA partners

### American Express OPEN



*American Express OPEN<sup>SM</sup>* is dedicated exclusively to the success of small business owners and their companies. OPEN supports business owners with remarkable service. With tailored products and services, the team delivers purchasing power, flexibility, control and rewards to help customers run their businesses. Specifically, business Cardmembers can leverage an enhanced set of products, tools, services and savings, including Charge and Credit Cards, convenient access to working capital, robust on-line account management capabilities and savings on business services from an expanded lineup of partners. [OPENforum.com](http://OPENforum.com), an example of the resources OPEN provides, is an on-line portal that offers insights from expert business owners as well as opportunities for networking with other entrepreneurs. To obtain more information about OPEN, visit [OPEN.com](http://OPEN.com), or call 1-800-NOW-OPEN to for a Card. Terms and conditions apply.

## Port Everglades, Department of Broward County



Full Steam Ahead with Cruise Control. What's in a name? Everything if you've been named "World's Best" more often than any other port. In this case, the name is Port Everglades.

A World-Renowned Location for Cruising. Florida is the number one source market for cruise passengers and a top draw for international visitors. Little wonder the Port plays host to 15 cruise lines, with nearly 2,000 cruises annually.

Less Waves. More Convenience. Getting passengers where they want to go smoothly is something Port Everglades has down to an art. We're poised to handle over 3 million passengers annually, and we're expecting to more than double the amount of passenger traffic in the next 20 years.

Service is a Top Priority. Customer service and first-class facilities have been the driving force behind Port Everglades' success at building a reputation for superior service. An ongoing capital improvements program and planned expansion effort virtually ensures the Port's ability to maintain a level of superior service. [Click here](#) for more information.

## Vancouver to Alaska Cruises - Smooth Sailing for Americans



VANCOUVER INTERNATIONAL AIRPORT

Beyond, Every Day.

The Vancouver-Alaska Cruise Experience is a breeze for US passengers since Vancouver's International Airport (YVR) and Port Authority began working with border officials to create their US Direct Program. Designed exclusively for US citizens and permanent residents, the program pre-identifies arriving cruise ship passengers, whisks them through immigration and onto a bus, direct to their same-day departing Alaska cruise ships. Their luggage is delivered automatically from airplane to stateroom.

When returning to port, the Onboard Check-in Service provides passengers their airline boarding passes and baggage labels. Passengers are bused to a dedicated passenger lounge at the Vancouver airport for a same-day flight home to any US destination. On Board Check-in streamlines customs and security clearance. Baggage transfers from ship to airline are hassle-free -- no passenger handling required. Major Alaska cruise lines and US airlines are participating in this innovative approach to cross-border travel. [Click here](#) for more information.

## Starwood Hotels & Resorts



HOTELS & RESORTS WORLDWIDE, INC.

One thing customers expect from Travel Professionals is "special" treatment. Your loyal customers count on you to track down special pre- and post cruise hotel deals just for them, at the homeport destinations they most desire. With more than 900 properties all over the world, Starwood Hotels & Resorts has something to offer your most discerning customers at any given time. Now, by visiting [StarwoodPro.com](http://StarwoodPro.com), you'll find over 100 special offers--all fully commissionable--right at your fingertips. New Special Offers are posted daily.

At Starwood Hotels & Resorts, we've always believed in the value of Travel Professionals, and our quest is to continue to expand business with the best of you. If you haven't had the chance to visit [StarwoodPro.com](http://StarwoodPro.com) lately, we recommend stopping by today. Bookmark our Special Offers page, so you'll always have a go-to resource for the industry's best offers close at hand: <http://starwoodhotels.com/pro/offers/index.html>. We look forward to seeing you at cruise3sixty.

## 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. [Click here](#) for more information.



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## More Ways to Revitalize Your Brand at THETRADESHOW! New Seminars Added

**THETRADESHOW**  
Travel Retailing And Destination Expo

Boost your sales higher than ever by attending THETRADESHOW, the #1 conference for all travel agents! Hosted from September 7-9 in Orlando, FL, there's no better place to advance your expertise and broaden your network. With more than 60+ educational offerings to choose from, you'll obtain the knowledge, skills and business contacts to excel in the market.

New seminars are being added all the time – [click here](#) to see the latest educational updates. Register for only \$35 at [www.THETRADESHOW.org](http://www.THETRADESHOW.org) or call 1.866.870.9333.



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