

You Deserve  
A Cruise



CRUISE LINES  
INTERNATIONAL  
ASSOCIATION, INC.

july  
2009



## from the bridge

Terry Dale, CLIA President and CEO



*Time flies when you're having fun...or extremely busy overcoming challenges! Hard to believe it's almost a year since the global economy imploded but, happily, there's good news to report, as you'll read in this issue of CLIA Today. We can all sail through summer with increased optimism and confidence.*

*CLIA member cruise lines have been quick to respond to economic challenges with bold initiatives that are producing results. Ships are sailing full as consumers, at the urging of their travel agents, respond to never-to-be-seen-again values and special offers and our summer*

*"You Deserve a Cruise" promotion is adding to the momentum.*

*As we move into the third quarter of 2009, the bottom line is that this is a great time to ramp up your cruise sales. The lines have a product for every possible customer and CLIA has all the training resources you need. So let us help you make 2009 the best year ever for selling cruises!*

## CLIA breaking news

### You Deserve A Cruise: Underway And Making Waves!



With support from 24 CLIA member lines and thousands of you, our travel agent partners, CLIA's summer-long promotion – ***"You Deserve a Cruise"*** is well underway and it's making some big waves. Thus far, the public relations campaign to persuade consumers to take a well-deserved break from the stress of coping with the economic downturn, has generated a publicity value of over \$1.6 million!

As of mid-June, these are some of the media outlets across North America that have covered the promotion. With an exclusive from CLIA, Associated Press, the global wire service, broke the story, reaching 10.88 million readers. Other prominent media reporting the story include Forbes.com, Los Angeles Times, Reuters.com, San Diego Union Tribune, St. Petersburg Times, Seattle Times, Seattle Post Intelligencer, Baltimore Sun, Columbus Dispatch, AOL Money and Finance, and dozens of business journals from Florida to the Pacific Northwest, including BizJournals.com which alone has a circulation of 4.9 million readers. There's also been local and network television coverage on the East and West coasts as well as the Midwest and, of course, detailed reporting in all the major travel trade publications. So far, total media impressions achieved for "You Deserve a Cruise" is 560,349,058.

In addition, a Satellite Media Tour starring Emily "The Travel Mom" Kaufman, reached a total audience of 17 million through TV and radio airings over days, providing an estimated publicity value of \$415,880. Twenty-one recorded interviews have aired to date with more anticipated to air over the few weeks.

To recap "You Deserve a Cruise": Through a wide variety of promotional activities and support materials for agents, CLIA and its member lines are targeting families, singles, seniors, first-time cruisers, honeymooners and groups of all descriptions with the message, "Now more than ever, a vacation is what you really need – a mental health break from everyday stresses to reconnect with yourself and loved ones, to reflect on the next steps which could be life changing, and to renew physically and emotionally. You've earned it; take advantage of the opportunity. And do your part for the economy at the same time."

Making the point that there is no easier, more relaxing or more rewarding vacation than a cruise, the promotion highlights the unprecedented value, latest savings and special incentives offered by CLIA member lines and the incredible service and value a CLIA member travel agency provides the traveling public.

To help agents maximize the potential of the campaign, CLIA's online travel agent center features a "You Deserve a Cruise" resource center that provides tools and resources for travel agents to integrate the campaign theme into their summer marketing and public relations efforts - including logos, sample press releases, email and flyer templates which include promotional copy, and tips on effective public relations techniques. Just Visit CLIA's [travel agent center](#).

CLIA member travel agents can also utilize the "You Deserve a Cruise" dedicated Facebook page by electing to become a "fan." Once you become a fan, you can then invite your customers who are also on Facebook to become fans, as well. The "You Deserve a Cruise" Facebook page includes cruise news, deals and photos, and fans are automatically alerted through Facebook when new updates are posted.

For travel agents who are on Twitter, please remember to include the "You Deserve a Cruise" tagline in all of your cruise-related Tweets. This will help remind all of your followers about this summer-long campaign. Agents are also encouraged to direct your followers to the "You Deserve a Cruise" micro-site with a link whenever possible ([www.cruising.org/youdeserveacruise](http://www.cruising.org/youdeserveacruise)).

If you haven't already come aboard, there's still plenty of time to turn "You Deserve a Cruise" into a new profit center for yourself or your agency. CLIA is standing by with all the resources you need to convince new and prospective clients that there is no better time than now to take a well-deserved cruise vacation.

## CLIA training

### CLIA's 3rd Quarter Agent Training Program (ATP)



Now's the time to do with less and find cost-effective, innovative ways to get your message out. This quarter's Agent Training Program does just that, by focusing on two vitally important topics: creating a simple yet effective business plan and using local media to generate awareness and new sales. The two-featured seminars will be:

**Creating a Cruise Marketing Plan (15 Credits).** Successful businesses know a marketing plan is an absolute essential. This seminar will show you how all the pieces fit into the marketing puzzle while identifying the essential components in a successful yet simple marketing plan and how to apply them.

**Local Public Relations Techniques: How To Maximize Your Agency's Visibility (15 Credits)**  
 Being a competent and respected travel agent is good, but being a well-known one -- the "expert" everyone comes to -- is even better. In this CLIA seminar, you'll learn how to become a "star" in the cruise selling business by increasing your visibility -- both personal and your agency's -- in today's competitive marketplace. And you'll discover dozens of low- or no-cost public relations techniques that will enhance your promotional strategies.

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

#### 3rd Quarter Remaining Cities and Seminars:

- OK Oklahoma City 7/21/2009
- TX Austin 7/28/2009
- OH Cleveland 8/4/2009
- UT Salt Lake City 8/11/2009
- MN Minneapolis 8/18/2009
- NV Reno 8/25/2009
- NH Manchester 9/1/2009
- WA Spokane 9/15/2009
- IN Indianapolis 9/22/2009

## Not Too Late To Sign Up For TrainingFest



Ten dates in ten cities remain for TrainingFest, so take advantage of the fastest way to earn credits toward Certification!

TrainingFest enables agents to earn up to 70 credits toward CLIA Certification by choosing up to four of eight seminars offered during the two-day period. New this year will be "Who Are You? An Exploration of Your Abilities, Skills and Strengths," and "Delivering Great Customer Service." Other topics include: "Cruise Vacations – An Introduction," "Principles of Professional Selling," "Selling to Special Interests/Niche Markets," "Building a Smart Business Plan," "Power Selling Techniques," and "Cruising – The Ultimate Incentive."

One of the great advantages of TrainingFest is the opportunity to interact with cruise line representatives. Among those participating in various cities during the coming weeks: AMAWATERWAYS, Carnival Cruise Lines, Costa Cruises, Holland America Line, Hurtigruten, Paul Gauguin Cruises, MSC Cruises, Norwegian Cruise Line, Princess Cruises and Royal Caribbean International.

"At CLIA we take training seriously because we know it means success. Certified Cruise Counsellors tell us that Certification increased their sales productivity by as much as 261%," said Terry Dale, CLIA's president and CEO. "By taking TrainingFest to cities where a maximum number of agents can participate, we are providing the opportunity for them to take great seminars and complete the CLIA Institute mandatory requirements for MCC Certification. Plus, agents can immerse themselves in all the fun of a special trade show and visit in person with CLIA member cruise line representatives."

TrainingFest sessions are on Thursdays and Fridays from 9:00 AM to 4:30 PM. Each seminar is approximately three hours. Trade show attendance at the end of the program is complimentary for all those participating in one or more seminar.

### Cities visited this year will be:

- San Francisco, July 16-17
- Atlanta, July 23-24
- Los Angeles/San Pedro, July 30-31
- Boston/Woburn, August 6-7
- Portland (OR), August 13-14
- Washington DC/Arlington VA, August 20-21
- Edmonton, August 27-28
- Philadelphia, September 10-11
- Las Vegas, September 17-18
- Chicago/Rosemont, September 24-25

TrainingFest is priced according to number of seminars taken, from \$35 (\$45 for non-CLIA agents) for one seminar to \$95 (\$105 for non-CLIA agents) for four seminars. Participation in the trade show only is \$5 (\$10 for non-CLIA agents). Payment can be by check or credit card.

Agents may sign up for **TrainingFest online**, or by phone or fax. Please call (754) 224-2200 for more information or visit the CLIA website at **www.cruising.org**.

## CLIA Seminar of The Month: Principles of Professional Selling (15 Credits)

Geared towards the frontline Counsellor who has experience but wants to sharpen sales skills, this seminar will enable participants to: qualify a client and identify motives; recommend cruises with confidence; effectively dispel any concerns that prospective passengers may have; and apply these techniques toward closing more cruise sales.

## Vacaciones En Crucero – Introducción - Now Available Online In Spanish

"Cruise Vacations – An Introduction" or "Vacaciones en Crucero – Introducción" is now available online in Spanish. This seminar is a comprehensive overview of the tools required to successfully sell cruise products, identify motives, apply strategies introduced to increase cruise sales, match clients with the right cruise product, and apply "insider" secrets to selling the cruise experience. 15 credits.

### 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.



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# CLIA membership

## It's Not Too Early To Plan For World's Largest Cruise Night



World's Largest Cruise Night is October 14. That's when thousands of cruise-selling travel agents team up with the 24 member lines of CLIA in the single largest cruise promotion of the year. In one 24-hour period, they will host cocktail parties, luncheons, cruise nights and other special events as well as online virtual events, all for the purpose of showcasing the incredible cruise values that consumers can take advantage. In 2008, over 4,000 travel agencies generated more than \$40 million in cruise sales during the World's Largest Cruise Night booking period. CLIA registration will be mid-August.

It's not too late to begin your preparations. Contact your partner cruise lines and begin planning a very special event. To help out, here's a CLIA check list:

### Hosting a "World's Largest Cruise Night" event

- A great way to make a great impact on your community, hosting a "World's Largest Cruise Night" event in cooperation with CLIA member cruise lines and even other community businesses is an opportunity to sell cruises, win new business, re-engage with existing clients and make a personal impression
- Here's how:
  - Pick a date and a place (if other than your agency location).
  - Find partners: participating CLIA member cruise lines are eager to work with you; contact your sales reps.
  - Plan your guest list and put together a mailing list (don't forget to invite local media as well as current and prospective clients).
  - Arrange for media coverage (local radio or TV stations).
  - Have appropriate (to the time of day) treats and drinks on hand.
  - Arrange for extra incentives such as door prizes (from cruise lines and local businesses) and giveaways such as bags, t-shirts, photo albums and luggage tags with your agency name/logo. See your Membership Guide, or go online to the Crestline Specialties, Inc. section of the **Preferred Partners area**.
  - Mail invitations at least three weeks in advance. For the best response, hand-address invites and mail them first class. CLIA's postcard and flyer shells are perfect to use; you'll find them in the Direct Mail Templates folder on the CLIA Marketing Essentials CD.
  - One week prior to the event, call the entire "Yes" RSVP list to confirm their attendance and follow up with those who have not responded.
  - Arrange for any required audio-visual equipment you may want to use.
  - Keep an accurate list of attendees for easy follow-up.
  - Offer incentives for guests to book on the spot. Talk to your cruise line representatives extra discounts or value added offers for doing so.
  - After the event, follow up by phone within 48 hours with each guest who expressed interest in booking a cruise; send thank you e-mails, letters, postcards or stationery cards to all your guests with a reminder of all the incredible "World's Largest Cruise Night" offers.

## Associations Working Together For Mutual Gains



By John Tanzella, Executive Director, IGLTA

In today's economic times, an industry like ours is subject to the volatile nature of various industries. The airlines, travel agents, tour operators - they are all affected in different, very unpredictable ways. This nature of our work is both alarming and exciting. It enables us to innovate around marketing and strategy and show each other how to work together for the common good of tourism. Associations like CLIA are vital assets to these (and all) times because they enable us to take the more negative aspects of unpredictability and remove them. Through our partnership with CLIA, we bridge gaps in the world of travel and tourism business to provide priceless support and business.

**IGLTA** represents the LGBT (Lesbian, Gay, Bisexual and Transgendered) market in the travel and tourism industry. According to Community Marketing, Inc., LGBT travelers represent approximately \$70.3 billion - and that is a conservative estimate. This niche market also a much less volatile market: they are the first ones to start traveling again after a crisis and less likely to make cuts in travel when budgets go sour. The LGBT community values the importance of travel and tourism and no matter what the market conditions, there is ample opportunity to reach out to this niche market and make it lucrative.

Our industry can suffer in an economic downturn like this, but your organizations do not have to suffer. This is the time for real innovation to shine and when we work together in organizations like CLIA and IGLTA and help each other reach new markets, new partners and ultimately new business, we all succeed. Take time to look at and understand the LGBT market and the benefits a niche market such as this can be for you. Take a look at how important it is to work together through our trade associations. These things are the keys to success in any economy.



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## Minority Travelers Look For Heritage Sites On Land And Sea



By Charlotte Haymore, president, Travel Professionals of Color

The Minority travel market is growing at a high rate and currently represents over \$100 billion in sales each year. The second most populous minority group in the United States today is the African American market. The African American traveler has the desire to connect with their past and look for Heritage Tourism opportunities when traveling, including while on a cruise. A great sales opportunity exists for travel agents, as well as suppliers, who are interested in reaching this market.

Some tips on how to reach this niche market include offering tours that provide cultural and heritage information and experiences. One might consider providing an opportunity for a "hands on" experience such as visiting the Underground Railroad. Both the Motown city of Detroit, Michigan and Buffalo/Niagara Falls, New York offers this opportunity, among many other destinations.

In addition, consider offering heritage tours to clients when they visit the Caribbean. There is much African American heritage tourism on the Caribbean Islands that would be of interest to the African American Traveler. For instance, if your clients cruise to The Island of Curacao; while in port, a visit to the fascinating Kura Hulanda Museum might be of interest. The museum exhibits the trans Atlantic slave trade in its totality, from slave capture in Africa through the Middle Passage and the relocation in the new world.

Most of the Heritage Tourism sight seeing is tucked away in hide away places and not included in a typical tour package brochure. Therefore, one might consider using the service of a **TPOC** (travel professional of color) Heritage Tourism Specialist travel agent to help find these hide away places for your Minority Clients.

Bear in mind that just as Diving Vacations, Golf Vacations, Adventure Vacations, Sun & Fun Vacations and other specialty vacations have grown in popularity; Heritage Tourism Vacations are now moving in that same direction and will soon become very visible instead of tucked away in hide away places.

## CLIA events

### Don't Miss These Upcoming Cruise Industry Events:

- CLIA's 2009 TrainingFest series - Fast Track your cruise training and quickly earn CLIA Cruise Counsellor Certification. This unique two-day program features eight seminars in two days and is offered in 12 cities across the US and Canada (see above article) To learn more [click here](#).
- The 6th annual CLIA cruise3sixty conference at the Vancouver Convention Centre in Vancouver, B.C., June 2-6, 2010. For information and to register visit [www.cruise3sixty.com](http://www.cruise3sixty.com)
- "You Deserve a Cruise," CLIA's summer-long promotion telling consumers they deserve a break from stress and that they have permission to take a cruise vacation. Visit CLIA's travel agent center at <http://www.cruising.org/travelAgents> to access all the resources that will help you boost cruise sales this summer.
- CLIA's fifth annual Worlds Largest Cruise Night (WLCN) Promotion - Save the date, October 14, 2009! CLIA's WLCN is the catalyst for member agencies and cruise lines to conduct live and virtual consumer cruise promotions. In 2008, over 1,100 CLIA agencies conducted live events and over 3,000 agents conducted virtual WLCN events collectively generating over \$41 million in cruise sales. CLIA WLCN event registration opens this summer at [www.cruising.org](http://www.cruising.org).
- THETRADESHOW, September 13-15, 2009 at the Las Vegas Convention Center. Receive CLIA training and select from five CLIA training seminars featured. For more information, [click here](#).

# CLIA team member

## Profile: Linda Sodaro, Executive Assistant



With 15 years of experience in the cruise industry, Linda Sodaro was hired in August 2007 as the Executive Assistant to the President & CEO of CLIA, Terry Dale. "Working for CLIA has afforded me yet another perspective of the industry and increased my understanding of the importance the association plays in the regulatory and policy development process on behalf of its member cruise lines." Originally from New York, Linda relocated to Miami in 1990 with a precious metals mining company with operations in Central and Latin America. She moved over to the cruise industry after a few years by joining Celebrity Cruises in the Hotel Operations Department. Thus began what can only be described as a "spirited education" in the business of travel, which continues to this day. In her spare time Linda enjoys travel, family and friends, and La Dolce Vita!



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## CLIA industry focus

### CLIA Working Closely With Congress On Safety And Security Issues

In early July, an amended version of the Cruise Vessel Security and Safety Act, sponsored by Senator John Kerry (D-MA), was approved by the Senate Commerce Committee. CLIA has been working closely with Congress and we are committed to our continued work with Congress to enhance the safety and security of cruise vacations for our guests and crewmembers, which is our Number One priority.

The cruise industry has reported allegations of serious crimes to federal law enforcement agencies for many years and will continue our longstanding effort to work with law enforcement both here and elsewhere around the world. Under the proposed legislation, the procedures for reporting allegations of crimes will be clarified and further codified, goals the cruise industry fully supports.

Reporting of alleged crimes is just one part of the cruise industry's incredibly comprehensive policies and procedures that ensure passengers are safe and secure while enjoying a cruise vacation. As you are fully aware, millions of passengers each year enjoy a safe cruise vacation, and while serious incidents are rare, even one incident is one too many.

CLIA will keep you updated on the bill's progress. Both the Senate and House of Representatives have yet to vote on the measure. Below is the letter sent to Senator Kerry on behalf of CLIA.

July 14, 2009

The Honorable John Kerry  
218 Russell Senate Office Building  
Washington, DC 20510

Dear Senator Kerry:

*On behalf of the 24 member cruise lines of the Cruise Lines International Association, I would like to thank you for your leadership in working with the industry to enhance the safety and security of cruise vacations for our guests. As you know, we have been working closely with staff of the Senate Commerce Committee to ensure that S. 588 does just that.*

*We are pleased to advise that, through the tireless and gracious efforts of Committee staff, we have successfully collaborated on a comprehensive cruise ship security bill. I am writing to advise that CLIA supports the July 5, 2009 draft of S. 588 with the exception of Section 5, which amends the Death on the High Seas Act (DOHSA).*

*As we have indicated to your staff, deletion of the DOHSA amendment from the July 5, 2009 draft of the bill will allow CLIA members to publicly support S. 588 and work with you and the House of Representatives to ensure its passage.*

Sincerely,  
Terry L. Dale  
President and CEO  
Cruise Lines International Association, Inc.

# CLIA cruise news

## Ships On The Move



- **Carnival Cruise Lines'** *Carnival Dream* has successfully completed sea trials in the Adriatic. The 130,000gt vessel is undergoing final interior outfitting at Fincantieri's Monfalcone yard. *Dream* is scheduled to enter service in Europe on Sept. 21.

- The 1,488-passenger *Costa Europa*, currently operated by **Costa Cruises**, will join British travel company Thomson Cruises under a 10-year bareboat charter beginning in April 2010. Under the agreement, Thomson has an option to purchase the ship any time after five years. Despite *Costa Europa's* departure, the Costa fleet continues to expand with five ships entering service between 2009 and 2012. The *Costa Luminosa* and *Costa Pacifica* were named together on June 5 in Genoa. *Costa Deliziosa* will arrive in early 2010. Over the next three years, Carnival Corporation & plc will launch 13 vessels for seven different brands.

- **Holland America Line's** *Nieuw Amsterdam*, scheduled for a summer 2010 delivery, will sail in the Mediterranean on 12-day itineraries roundtrip from Venice or between Barcelona and Venice, increasing HAL's European fleet to six ships.

- **Royal Caribbean International's** *Oasis of the Seas*, the world's largest cruise ship, has undergone its first sea trials near the Finnish shipyard where construction of the vessel is being completed. The 5,400-passenger ship enters service in December with Caribbean cruises from Fort Lauderdale.

- *Seabourn Odyssey*, which just entered service as one of three new ships scheduled for **Seabourn Cruises**, will operate in the Mediterranean this summer and fall, followed by Caribbean itineraries and then the company's first world cruise – 42 ports, 26 countries in 108 days.

## Dubai Predicts Cruise Growth



Dubai is predicting a 25 percent increase in cruise arrivals in 2009 to over 260,000. The growth will continue in 2010 with the arrival of 99 ships and more than 383,000 passengers who will enjoy a new Dubai Cruise Terminal opening at the end of this year. Royal Caribbean International and Costa Cruises will be offering departures from the destination.

## Cruise Chiefs Optimistic

Cruise bookings are beginning to pick up, prices are starting to solidify and multi-generational cruising is the wave of the future, according to the cruise executives on the Speaking on the Cruise Summit Panel at the 27th Annual Travel Trade Show in June, several industry top executives looked on the bright side, according to *Travel Trade* magazine.

Carnival Cruise Lines and Royal Caribbean International said ships are sailing full, with shipboard spending helping to counter low rates. Bookings have increased significantly for Celebrity and Azamara Cruises as well as for Crystal Cruises, and MSC Cruises attributed a strong winter season to healthy group bookings, according to executives. All the panelists urged agents to take advantage of the excellent opportunities to sell cruises in the current marketplace and stressed the importance of training, specially CLIA training.

## Carnival Head Comments On Performance



**Carnival Corporation & plc** Chairman and CEO Micky Arison was optimistic in commenting on second quarter performance. He noted lower than expected net cruise costs and better than expected pricing on close-in bookings. This was partially offset by higher fuel prices and the impact from disruptions of its Mexican cruises in response to the U.S. Centers for Disease Control (CDC) recommendations against non-essential travel to Mexico. "We were pleased with the quarterly operating results in light of the current economic environment. During the quarter, our operating companies remained focused on reducing costs which is expected to continue through the remainder of the year," Arison said. A variety of energy conservation programs resulted in a six percent reduction in fuel consumption during the quarter which helped to mitigate some of the recent fuel price increases.

## Respects Paid To Passing Of Industry Giant

Mauro Terrevazzi has died at 74. An industry pioneer and icon, he build Sitmar Cruises, served as a consultant with P&O Cruises and was a founder and chairman of the V.Ships Group, whose V.Ships Leisure today manages 130 vessels. Terrevazzi was also instrumental in developing Silversea Cruises and Radisson Seven Seas Cruises. He returned to Silversea in 2008 to serve as deputy chairman.

## Pimentel Named To Head Azamara



Royal Caribbean Cruises Ltd. has announced that Larry Pimentel has been named president and chief executive officer of **Azamara Cruises**. Up until now, Azamara has been the responsibility of Dan Hanrahan and the Celebrity Cruises management team. Pimentel reports directly to Richard D. Fain, chairman and chief executive officer of RCCL, who said, "It is time for Azamara to stand on its own, after a successful two years of operation." Hanrahan continues to head Celebrity.

Pimentel has more than 25 years of travel industry experience catering to the high-end consumer, most recently as president, chief executive officer and co-owner of Seadream Yacht Club. He has also served as president and chief executive officer of Cunard Line, Seabourn Cruise Line and Classic Hawaii. Among his awards and accomplishments are being selected as one of the 25 most influential travel executives of America, the "2004 Leader in Luxury Award" by Travel Agent magazine, and the "1998 Travel Industry Executive of the Year," from World Travel Mart.

## New Terminal For San Francisco

San Francisco is a step closer to a new cruise ship terminal after the Port Commission signed off on a \$3.5 million architecture and engineering contract with the city's Department of Public Works.

## New Parking Rates In New Orleans

Effective July 1, 2009, the Port of New Orleans increased parking rates at the Erato Street Cruise Terminal to \$16 per day. The rate for oversize vehicles that park at the Poydras St. lot will be \$32 per day. For cruisers, the new rates add up to:

- 4 day cruise - \$64 - \$128
- 5 day cruise - \$80 - \$160
- 7 day cruise - \$112 - \$224

# CLIA cruise line profiles

## Crystal Cruises



With a winning formula for success, **Crystal Cruises** consistently ranks among the top luxury properties in the world. The line, in just 18 years, has won an unprecedented number of top awards. Grounded in more than a decade of accolades, Crystal has been voted World's Best by the readers of Travel + Leisure and Condé Nast Traveler more than any other cruise line, hotel or resort in history.

Crystal Cruises is the recipient of many of the travel industry's highest awards, including "World's Best Large-Ship Cruise Line" (1996-2007, consecutively) and "Best Large-Ship Cruise Line" (1995-2007 consecutively) in Travel and Leisure and Conde Nast Traveler surveys, respectively. Crystal Cruises has also made the Conde Nast Traveler "Gold List" for 11 consecutive years (1997-2008). 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: 310-785-9300	Air/Sea Arrangements: 866-446-6625
Brochures / General Information: 888-799-4625	Handicapped Passenger Services: 866-446-6625
Individual Reservations: 888-799-4625	Guest Passenger Relations: 866-446-6625
Group Reservations: 310-203-4365	Travel Agent Sales Support: 800-820-6663
Incentive Sales: 310-203-4365	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

## 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.

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

## CLIA member line FAM & educational opportunities

For Azamara Cruises And Celebrity Cruises, It's The "Right Time, Right Now"



High impact learning • Lots of interactivity • Great entertainment • Opportunities to win special prizes. This educational day will offer the opportunity to learn exciting new information about Azamara Cruises, Celebrity Cruises, and ways to reach your customers and grow your business. Amazing Azamara • Marketing Made Easy • Celebrity – Starring YOU • The POWER of Cruisingpower • Building your Business with Cruisetours

August 12 at the Sheraton Framingham Hotel & Conference Center, 1657 Worcester Road, Framingham, MA 01701 - 508.270.1937

August 19 at the Marriott Melville, 1350 Walt Whitman Road, Melville, NY 11747 - 631.423.1600

August 26 at the Sheraton Parkway Toronto North Highway 7 East, Richmond Hill Ontario Canada - 905.882.3101

## Hurtigruten Training Academy: Easy To Use, Big Rewards



Hurtigruten's recently introduced Hurtigruten Academy is an easy-to-use program that allows you to participate in Hurtigruten's seminars at your own pace, on your own time – earning you valuable CEU and CLIA credits!

The program is broken out into various modules that will best teach you all there is to know about Hurtigruten. Modules will be rolled out on a monthly basis throughout the year. By the end of the program, you'll be an expert on our incredible destinations, flexible itineraries, and luxurious ship amenities. Plus you'll be able to qualify clients who are a good fit for a Hurtigruten cruise; answering questions confidently, addressing clients' concerns professionally, and successfully close the sale.

Simply visit [www.hurtigrutenacademy.com](http://www.hurtigrutenacademy.com) to register and begin the first three modules. Once you have passed the entire course, you will become a Certified Hurtigruten Specialist complete with a Certificate of Achievement and a window decal to display in your store window. Plus you'll earn valuable CEUs from the Travel Institute and up to 15 credits from CLIA!



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2009

## Oceania Cruises Offers Reduced Rates

**OCEANIA CRUISES** Full-time Travel Agents are eligible for reduced rates on Oceania Cruises on select voyages in Europe between July 25 and September 19. Rates of \$75 per day are available on Regatta sailings between Dover and Stockholm.

Agents may download the Reduced Rate Request Form from the Travel Agent Center on our website [www.oceaniacruises.com](http://www.oceaniacruises.com). You will have to register as a travel agent to access the Travel Agent Center. Reduced rates are per person, per day based on availability at the time the request is received, and will be

berthed in the category of your choice, including guarantees if available. Reduced rates apply to the travel agent and guests sharing the same stateroom. Single Occupancy is 200% of the reduced rate. Thank you for your continued support.

## Royal Caribbean Offers Royal FAM Weekends, Monthly Webinars

**Royal Caribbean INTERNATIONAL** In continuing efforts to be face-to-face with our valued Travel Agent partners, Royal Caribbean International offers YOU a "Royal FAM Weekend" program focused on offering travel agents another opportunity to learn about our brand and to experience our ships AND an opportunity to earn up to 2 CLIA credits. Coming to a place near you!!!

This program offers a learning experience to those agents who prefer to stay closer to home -- the weekend's agenda includes training seminars and ship tours focused on the Royal Caribbean International brand as well as involvement of partnering Travel and Tourism boards and/or hotel partners.

Here are just a few of the upcoming dates ... to find out more, ask your local Business Development Manager.

Region	Weekend Dates	Location
Southeast	9/18/09 - 9/20/09	Miami, FL
Northeast/Canada	8/28/09 - 8/30/09	Bayonne, NJ
Northeast/Canada	9/25/09 - 9/27/09	Boston, MA

Every month Royal Caribbean International also invites CLIA Travel Agents to participate in our Monthly Webinar Series! Just one of the July topics is an introduction and "how to" of our newest tool, "My Marketing Center." Learn how you can create your own marketing collateral, customize flyers, build brochures, create HTML's and personalized E-mails as well. This new and exciting system gives you our travel partners unprecedented control over the type of content, themes, and imagery used in collateral creation; you can even add your logo. Join us for an informative session! For the full webinar series schedule, times and log-in information, Please visit [www.cruisingpower.com](http://www.cruisingpower.com).

## Uniworld's River Cruise Specialist Program: A River Cruise Industry First!

**UNIWORLD** A small investment of your time will bring you big dividends in your business. Our comprehensive program provides you with the knowledge and sales tools essential to promote and sell the rapidly growing river cruise vacation market to existing clients and new prospects.

### Become a River Cruise Specialist Captain simply by:

- Successfully completing a written exam on-line
- Periodically taking a re-certification test
- Recommending Uniworld River Cruises on all calls inquiring about this unique way of travel

### Valuable Program Benefits include:

- Collateral Materials Support – Flyers, Postcards, DVDs, and Electronic Flyers
- Exclusive offers/savings for Specialists and their clients
- Booking Contests with opportunity for additional commission and/or savings
- Special savings on Travel Agent rates – an additional \$50pp savings off of the already deeply discounted rate
- Mystery shopper contest
- Book 6 staterooms in the next 60 days after the successful completion date of e exam and receive a complimentary 7 day cruise for you and a companion\*
- \$25pp (\$50 per cabin) bonus commission for up to 10 client bookings from your River Captain graduation date
- Placement on our online consumer referral program
- Certificate of completion

\* Complimentary cruise is for a 7 night Europe itinerary and does not include China, Russia or Egypt, and is cruise only in best available cabin at time of booking (excluding suites).



july  
2009

# CLIA partners

## American Express OPEN<sup>SM</sup>



**American Express OPEN<sup>SM</sup>** is dedicated exclusively to the success of small business owners and their companies. With tailored products and services, the team delivers purchasing power, flexibility, control and rewards to help customers run their businesses.

Business Cardmembers can leverage an enhanced set of products, robust on-line account management capabilities, and automatic savings from an expanded lineup of air, lodging and other business partners. **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**, or call 1-800-NOW-OPEN to apply for a Card. Terms and conditions apply.

## British Columbia: New Centre Provides Insight To Squamish And Lil'wat Nations



Lush landscapes aside, British Columbia prides itself in boasting a rich cultural heritage. And this summer, a proud legacy will be celebrated with the opening of the stunning new **Squamish Lil'wat Cultural Centre** in Whistler Village. The Centre shines as a key draw during the Vancouver 2010 Olympic and Paralympic Winter Games; it promises to be one of the most visible and permanent legacies of First Nations Olympic involvement. Designed to reflect both a traditional Squamish Longhouse and a Lil'wat Istken (earthen pithouse dwelling), the Centre will showcase the tapestry of heritage and cultures past, present, and future of the Squamish and Lil'wat Nations. At the Centre, galleries promise to display Aboriginal arts, historic artifacts and textiles, while programs will highlight traditional song and dance, drumming and interactive learning experiences.

## Port Everglades, Department of Broward County



**Port Everglades** is the cruise ship capital of the world with more than 3 million passengers expected this year and more homeported cruise ships than any cruise port worldwide. Fourteen cruise lines sail from the South Florida seaport including: Carnival Cruise Lines, Celebrity Cruises, Costa Cruise Lines, Cunard Line, Discovery Cruises, Holland America Line, Imperial Majesty Cruise Line, MSC Cruises, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean International, The Yachts of Seabourn, and Silversea Cruises. And, beginning in Fall 2009, Port Everglades will be the home of Royal Caribbean International's new 5,400-passenger *Oasis*-class ships, largest cruise ships in the world.

The Port's ever-expanding fleet of cruise ships provides guests with an array of cruise vacation choices from the sunny Greater Fort Lauderdale area including everything from sampler-size day cruises to around-the-world cruises. Details on the latest cruise offerings are available on the Internet at **www.broward.org/port**.

## 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**. 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**.



july  
2009