

CLIA Welcomes Avalon Waterways



CRUISE LINES
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from the bridge

Terry Dale, CLIA President and CEO



Can it be that autumn is already upon us! Well, the days may be "dwindling down," but CLIA certainly isn't and it is with enormous pleasure that we welcome another new cruise line member, one that further demonstrates the growing importance and popularity of small ship and river cruising. The cruise products for you to sell keep growing bigger, better and more varied, so, please, take advantage of every opportunity!

CLIA's here to help, and one important way we do that is by making all possible resources and exclusive member benefits easily available. So check out our latest online resource; it puts you in touch with

everything CLIA member cruise lines can offer CLIA member travel agents. In the meantime, get ready for 2010 and register your Agency for CLIA's World's Largest Cruise Night event on October 14th.

CLIA breaking news

Avalon Waterways Joins CLIA; Sign Of Growing Popularity Of River/Coastal Cruising



Avalon Waterways, an award-winning small ship cruise company, is the newest member of CLIA. With 37 offices worldwide and based in Littleton, Colorado, the company offers river and small ship cruises in Europe, China, Egypt and the Galápagos.

Avalon Waterways' young fleet consists of eight ships in Europe that feature state-of-the-art design and technology and house the large staterooms boasting floor-to-ceiling windows and panoramic sliding glass doors. Two ships in the European Fleet, the Avalon Affinity and Avalon Creativity debuted this summer, and two new ships, the Avalon Luminary and Avalon Felicity will debut in 2010, bringing the European Fleet total to 10.

Avalon Waterways' ship amenities include 172-square-foot staterooms, flat screen televisions, wireless Internet access, modern bathrooms, large closets, hotel-style beds with duvets, Egyptian cotton linens, mini-bar, safe, laundry and ironing services, a fully equipped fitness room, library, hair salon and gift shop, as well as a club lounge and large Jacuzzi pool on the Sky Deck. Passengers enjoy unlimited complimentary local wine, beer or soft drinks with all on-board dinners. The line features regional entertainment, innovative land programs, and a professional English-speaking staff.

"We are very happy to welcome Avalon Waterways to CLIA," said Terry Dale, CLIA's president and CEO. "As CLIA's 25th member line, they further increase the diversity of our membership and the cruise products available to CLIA member travel agents. The growing river cruise experience is becoming increasingly popular with travelers and travel agents alike."

"We look forward to working with CLIA and its member agencies to showcase the many reasons river cruising is the fastest growing segment in the industry," said Patrick Clark, managing director of Avalon Waterways. "We not only provide travelers an intimate, all-inclusive opportunity to see and experience the cities and villages that rest along the world's waterways, our ships are modern in design, featuring contemporary appointments." For more information about Avalon Waterways, visit www.cruising.org.

CLIA training

Agents See Value – And Profits – In Continued Professional Development



Through August, 10,606 travel agents have graduated from CLIA's Cruise Counsellor Certification program as an Accredited Cruise Counsellor (ACC). And, 4,422 of those agents have progressed their professional development to attain the title of Master Cruise Counsellor (MCC). The highest levels of CLIA Certification achievement is the Elite Cruise Counsellor (ECC) and Elite Cruise Counsellor Scholar (ECCS). 277 agents can boast of the ECC designation and 46 can claim the title of ECCS. And record numbers of agents (11,000) are currently pursuing CLIA professional development and Certification. The reason why so many commit so much time and energy to professional development is simple: travel agents trained and Certified by CLIA sell more cruises. In fact, on average, their cruise sales jump as much as 261 percent upon attaining the ACC designation! But, what's as impressive as thousands of agents recognizing the value of CLIA training is the importance agents place on all kinds of professional training and development. A recent independent survey conducted for CLIA found that agents are strongly invested in raising their level of knowledge and skills and that they seek out training and Certification from every source possible.

Some of the highlights of the survey include:

- Three out of four (77 percent) of agents have attended cruise line product seminars
- Seven out of ten (70 percent) have attended land-based product seminars
- Over seven out of ten (73 percent) have received destination specialist training
- Fifty-eight percent of agents report having attended a travel agency training program hosted by a consortium or agency.

Furthermore, commitment to training is active and ongoing. Most travel agents who have received CLIA training, for example, completed their most recent seminars within the past year. Four out of five agents (80 percent) have taken a training seminar within the past three years.

This is why CLIA continues to invest heavily in training and Certification programs that provide direct, bottom-line benefits to member agencies and agents. And it is why a key priority in CLIA's training department is to make learning convenient and accessible. From textbooks to classrooms to online training to conferences, there are dozens of ways to learn about cruising and CLIA member cruise lines. Fifty-nine percent of agents have received CLIA training through live classroom instruction; 53 percent have taken online training courses, and 47 percent have attended training seminars at a conference or special event. Video training and seminars at sea are other popular options. So, whatever your preferred means of learning, take advantage of what CLIA, cruise lines and other travel industry organizations and businesses have to offer, and make professional development work for you!

CLIA's 4TH Quarter Agent Training Program (ATP)



CLIA Training - 4th Quarter Seminar Schedule: Now available for registration on [CLIA's Web site](#)! These two very informative and relevant seminars will be offered in a total of 43 cities across the United States. Both seminars are 3 hours in duration and are worth 15 credits each.

Delivering Great Customer Service - New Seminar For 2009!

Great service is the cornerstone of success for any retail business. But providing it is a challenge in today's fast-paced, high-expectation travel marketplace. In this seminar, you'll explore the five emotional factors that drive your clients' service needs, the ten standards of excellence that the best service-providers follow and the leading technologies that can support and enhance your ability to provide superior service.

Psychology Of Selling

This program will show you how to read your customers and sell from their perspective. Participants learn how to uncover hidden client needs, apply quality service, reinforce client loyalty and customize their sales techniques to different types of cruisers. You will learn the ten fundamentals to building and maintaining client loyalty in today's world.

CLIA Seminar Of The Month: Delivering Great Customer Service

Great service is the cornerstone of success for any retail business. But providing it is a challenge in today's fast-paced, high-expectation travel marketplace. In this seminar, you'll explore the five emotional factors that drive your clients' service needs, the ten standards of excellence that the best service-providers follow and the leading technologies that can support and enhance your ability to provide superior service.

Delivering Great Customer Service is also the newest seminar to go online as of September 15!



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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

CLIA Launches New One-Stop Training And Benefits Resource For Agent Members



Professional development helps travel agents sell more cruises. But, CLIA's extensive training and Certification programs are not the only learning resource available to member agencies and agents; virtually every cruise line offers its own training program.

So, in order to ensure that all our members can make quick and easy connections with every possible opportunity to learn more about cruising, CLIA has just created a new online resource: the CLIA Member Cruise Line Travel Agent Training & Benefits Center. It is easily accessed through the Travel Agent Resource Center on CLIA's website, **www.cruising.org**.

This is where you can link immediately to every individual cruise line member of CLIA and enroll in their training programs or take advantage of exclusive benefits offered only to CLIA member agents. Depending on the line, training opportunities include online resources and courses, product seminars, webinars, dedicated "academies" or product specialist training programs and more.

Exclusive benefits for CLIA agents may include special FAMS, CLIA agent reduced rate travel, ship inspection priority for graduates of CLIA Certification programs, exclusive invitations for seminars, webinars and seminars at sea and much more. In most cases, your CLIA ID is the preferred Travel Agent Identification to access these benefits.

Luxury Travel 101

By Bill Brown, President & CEO, Platinum Seminars, **www.platinumseminars.com**



Luxury travel has emerged as one of the fastest growing segments of the travel industry, yet only 20% of travel agents are positioned to meet the desires of affluent consumers. After personally sailing on over 600 luxury cruises, here are my suggestions to help you move up to, or increase, your luxury sales.

Understand the terminology. Three terms apply to the luxury consumer: rich, affluent, and upscale. Rich consumers have accumulated wealth in property and/or money and investments. But just because they can afford luxury travel, it doesn't mean they will. Affluent, on the other hand, means rich with a mindset to self-actualize through the culture, education, and experiences luxury cruising brings. Upscale is simply a slang term for affluent.

Dress for success. The affluent consumer expects a certain air of refinement in the way a travel agent presents himself or herself. When selling luxury, understatement is best. A well tailored suit or casual chic attire portrays the image of someone who appreciates quality and style. Choose office décor that says luxury. Make sure the atmosphere, furniture, even the accessories of your office quietly tell the story of success and prestige.

Emphasize Exclusivity. The dialogue with potential luxury cruisers should reinforce the "investment in luxury" they are about to make. "Only a few can sail in this category;" "This suite is a rare find;" "This cruise line is for cruisers with discriminating taste;" "This class of service is unequalled on any other ships;" and "Even the stars want to sail on this ship" are some of the comments that make a lasting impression.

Express yourself luxuriously. Motivational speaker Tony Robbins said, "The way we communicate with others and ourselves ultimately determines the quality of our lives." The luxury cruiser expects a personalized message filled with words that conjure up sheer indulgence, such as elegant; classic; exquisite; superior; elite; distinguished; aristocratic; chic; timeless; and privileged.

Most important: Participate in experiential education. Since not all of you run in affluent circles, you may feel somewhat intimidated by upscale consumers. The best way to gain confidence is through training – experience luxury cruising for yourself. CLIA offers extensive courses, seminars and workshops, including seminars at sea, just as my company does - over 200 Campus at Sea sailings a year so agents can experience opulence of life at sea and get the insider's view from cruise line management. There's no better way to sell the affluent than by selling yourself, and no better way to impress a client than with first-hand knowledge.

My dream for all agents, whether office-based or home-based, is to aspire to be luxury-based, adding a world of extravagance to an already glamorous career. Remember, "Luxury once experienced, becomes a necessity."

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Tapping Into The Special Needs Travel Market

By Andrew Garnett, Founder, Special Needs at Sea, www.specialneedsatsea.com



There are an estimated 53 million Americans with disabilities. According to an independent survey conducted by the Open Doors Organization in partnership with TIA (Travel Industry Association) and SATH (Society for Accessible Travel and Hospitality). Adults with disabilities account for twenty percent of the population. A large and underserved market segment, persons with special needs want to travel; they spend \$13.5 billion in travel annually and take 68 million trips a year.

Catering to special needs travelers is an excellent opportunity for you to grow your agency and for agents to boost their earnings. And, because persons with special needs almost always travel with others, they represent access to exponentially increased bookings. How can you tap into this ready and waiting market?

Know your products: The basics still apply: know your cruise products but add the element of accessibility. The cruise lines are making it easier with each new ship. The industry as a whole has invested substantially in ensuring accessibility features and programs onboard. Almost every line offers special needs cabins and many have taken extra steps to add other features. Travelers with disabilities ask a lot of questions about facilities and services they need, so you need to do your homework and be prepared to provide the answers. With such resources as the "Special Interest Guide for Wheelchair Travelers" on its website, CLIA is an excellent resource. Keep in mind that accessible travel includes accommodating persons with "invisible" disabilities such as hearing loss, diabetes and blindness.

Ask the right questions: Verify what your special needs client requires. Ask questions about travel goals and expectations as well as specific requirements. Do they require a connecting cabin for family members or companions? Does the handrail in the bathroom need to be on the right or left? Will they be able to transfer to a tender if the ship anchors off-shore, or do they need itineraries that ensure pier side docking at destinations? What type of special needs equipment do they depend on at home? What kind will they want at sea? Many people who do not use wheelchairs or walkers at home often feel more comfortable with these mobility aides at sea. In fact, most of our wheelchair and scooter rentals are to cruisers who only use such aides when traveling.

Market to special needs travelers: Be sure these travelers are represented in your brochures and mailers and on your website. One image can send a powerful message that you're ready—and willing—to do business with special needs travelers. Four out of ten people with disabilities conduct business online, spending twice as much time logged on as counterparts without disabilities. Make sure your website has a separate link for special needs to demonstrate your commitment to servicing special needs clients. And, affiliate your company with a disability organization. Companies such as SATH (Society for Accessible Travel & Hospitality) and related organizations serve as advocates and portals for accessible travel.

Special Needs at Sea is a one-stop resource for all the special needs equipment your customers might need. We deliver directly to staterooms worldwide and are available to handle all equipment arrangements, leaving you free to do what you do best—sell travel. If you're ready, we're ready to help you tap into the large and growing special needs travel market.

CLIA events

Count Down To cruise3sixty!



It's not too early to join nearly 900 who have already registered for CLIA's first cruise3sixty in Canada! The 6th annual CLIA cruise3sixty conference takes place at the Vancouver Convention Center in Vancouver, BC., June 2-6, 2010. Experience a portion of what Vancouver can offer your clients for pre/post cruise sightseeing and attractions. There is no better way to recommend a product to your clients than by trying it yourself, so be sure to take advantage of the generous offers made by our members to all Cruise3sixty delegates! Get your passport ready, sign up for pre-and post tours of beautiful British Columbia and get ready to enjoy the fun! For information and to register, visit www.cruise3sixty.com.

Other upcoming events:

- CLIA's fifth annual WORLD'S LARGEST CRUISE NIGHT 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.
- LUXURY TRAVEL EXPO 2009, December 1-3, 2009, Las Vegas Nevada. Receive CLIA training by attending these two CLIA seminars: Better Listening Skills for Better Business, and "Creating a Cruise Marketing Plan," both on December 3.



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CLIA team member

Profile: Juanita Young, Accounting Manager, BSAcc.



With 20 years of public, private, governmental and fund accounting, Juanita joined CLIA as their Accounting Manager shortly after their relocation from New York to Fort Lauderdale.

As CLIA's Accounting Manager, Juanita manages the accounting activities for CLIA interfacing with CLIA's customer service, membership, marketing, training, environmental and security department's. In addition to managing the accounting requirements for CLIA's office located in Arlington, VA.

Not only does Juanita work full time as CLIA's Accounting Manager, but she is currently completing her Master's degree in accounting after which she will be sitting for her CPA license.



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CLIA industry focus

Florida's Cruise Industry's Riding A Profitable Wave

An article recently printed in the Florida Sun-Sentinel by CLIA's president and CEO, Terry Dale



If one considers the economic impact of the cruise industry in the United States, it is a challenge not to make Florida first among any discussion. Home to the top three ports in the nation Miami, Port Canaveral and Port Everglades and featuring a total of five ports of embarkation, Florida accounted for 57 percent of the total 9 million passengers who embarked on a 2008 cruise vacation from a U.S. port.

Boosted by the presence of 14 cruise line headquarters in the state, the industry's 2008 direct spending in Florida was \$6.3 billion, generating 128,910 jobs that paid nearly \$5.5 billion in wages to state workers. Much of this activity has spurred significant industry-related developments in Florida's ports. Port of Miami and Norwegian Cruise Lines have signed a 10-year agreement, which will generate at least \$98 million in port fees.

Port Everglades was Royal Caribbean's pick to house the Oasis of the Seas, the world's biggest ship. Larger than an aircraft carrier, the 2,700-cabin vessel prompted the expansion of Terminal 18. More than half of Carnival Cruise Lines' 22-ship fleet is based year-round or seasonally in Florida. Carnival operates from all five Florida ports, including the only year-round cruise schedule from Jacksonville. In December, Carnival's newest and largest ship, the Carnival Dream, will launch year-round, seven-day service from Port Canaveral.

Amid challenging economic times, cruising has been invigorated by the introduction of mega-ships and new trends that will define the industry for years to come. Sixty-eight percent of the 13 million passengers worldwide boarded their cruise ships in a U.S. port. In 2008, the industry's total gross economic impact in the United States was a record \$40.2 billion, a 6 percent increase over 2007. For the 11th consecutive year, the industry registered growth in job creation, generating 357,710 jobs that paid a total of \$16.2 billion in wages and salaries nationwide.

With affordable prices and more choices, cruising remains one of the most attractive alternatives for Americans demanding better vacation options. As we look forward to a full economic recovery, it is certain that the industry will keep America cruising.

CLIA cruise news


Greater Fort Lauderdale Creates Travel Agent "We Love Cruisers" Program

As Port Everglades gears up to welcome Royal Caribbean's *Oasis of the Seas*, Greater Fort Lauderdale has announced "We Love Cruisers," the destination's new cruise marketing program for travel agents. Designed to provide extra incentives for agents booking two-night pre- or post-cruise stays, "We Love Cruisers" will debut in October 2009, during the Cruise Line International Association's annual National Cruise Vacation Month.

Travel professionals who book pre- or post-cruise stays in Greater Fort Lauderdale hotels for two or more nights will receive a \$25 American Express gift card from the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), on top of their earned hotel commission. Agents need only submit the hotel confirmation number to the GFLCVB, and their clients will receive a beach starter kit containing a welcome beach towel and flip flops upon arrival in their hotel room, along with two Cruise and Play VIP cards good for complimentary admission to one of Fort Lauderdale's many leisure amenities, including water sports, shopping and sightseeing.

In fall 2009, Port Everglades will become home to the first of Royal Caribbean International's new *Oasis-class* ships – *Oasis of the Seas* – the largest cruise ship in the world arriving at the world's largest single ship cruise terminal. *Allure of the Seas*, the second in the series, will begin year-round sailings from Port Everglades in 2010, with each ship projected to generate approximately 584,000 passenger movements annually. In the 2009-2010 cruise season, Port Everglades will welcome for the first time, the *MSC Poesia*, the *Seabourn Odyssey*, the *Celebrity Equinox*, the *Seabourn Spirit* and the *Silversea Spirit*, along with 38 other cruise ships including the *Celebrity Solstice*, and *Ruby Princess*.

Disney Announces New Ships, European Itineraries



Construction is under way for one of two new cruise ships that will expand the **Disney Cruise Line**. The keel laying ceremony took place last month for the *Disney Dream* in Papenburg, Germany, where the ship is starting to come to life after a lengthy design phase. *Disney Dream* is expected to set sail in 2011. Disney Cruise Line's second new ship, the *Disney Fantasy*, is scheduled to launch in 2012. The two ships will double the Disney Cruise Line's current capacity, adding 1,250 staterooms per ship. Both new ships will be based at Port Canaveral, Florida, which is currently being expanded to accommodate the additional ships and guests. Starting in 2011, the *Disney Wonder* will be based at the Port of Los Angeles.

Disney also will expand summer 2010 itineraries in Europe, with plans to add Tunis and Malta to the ports of call for *Disney Magic* sailings from Barcelona, Spain, to Italy and France. The ship also will visit in northern Europe for the first time, with ports of call at Warnemunde Germany, which is the gateway to Berlin; St. Petersburg, Russia; Oslo; Copenhagen; and Stockholm; on sailings from Dover, England.

NCL Posts Profit



Norwegian Cruise Line, in the latest sign that its strategic overhaul is working, posted a second-quarter profit of \$15.4 million compared to a year-ago loss of \$27 million. NCL achieved the turnaround in large measure by cutting costs as the cruise industry has resorted to discounting ticket prices to lure wary consumers to cruise. "We're making the best of a very difficult environment," said Kevin Sheehan, who became chief executive officer of NCL in November 2008. "Despite weakness in ticket pricing, we are continuing to achieve improvements in our earnings and have begun to demonstrate consistency in our performance."

Crystal Unveils Symphony Makeover



This September, following a \$25+ million makeover, luxury cruise specialist **Crystal Cruises** is unveiling dramatic new interiors and deck spaces for its sophisticated and stylish *Crystal Symphony*. The 922-guest, 50,000-ton ultra-luxury ship will boast redesigned Penthouses (including its uber-plush Crystal Penthouses), pool areas, Prego Italian restaurant, Lido Café as well as guest elevators and numerous of behind-the-scenes upgrades.

Pacific Beachcomber Acquires Paul Gauguin



Paul Gauguin Cruises, which operates the luxury cruise ship *m/s Paul Gauguin* in French Polynesia and the South Pacific, has announced its acquisition by Pacific Beachcomber, the largest luxury hotel operator in the region. "The acquisition of Paul Gauguin Cruises by Pacific Beachcomber is a most positive development for our company, our travel agent partners and valued guests, and for the tourism industry of French Polynesia," said David A. Giersdorf, president and CEO of Paul Gauguin Cruises. The 2010 Paul Gauguin season features 38 itineraries ranging from seven to 15 nights, highlighting such destinations as Tahiti, the Society Islands, Tuamotus, the Cook Islands, Marquesas, Tonga, Fiji and New Zealand. After a recent multi-million dollar enhancement, the *m/s Paul Gauguin* features private balconies in nearly 70 percent of suites and staterooms in addition to an expanded al fresco dining experience.

AMAWATERWAYS Taps Santangelo For VP



Ron Santangelo, who served as president, North America, for Peter Deilmann Cruises for 13 years, has signed on as vice president, business development for **AMAWATERWAYS**. He will operate from offices in Virginia as well as the AMA headquarters in Chatsworth, Calif. Santangelo joins the company during a time of rapid expansion and following Deilmann's surprise announcement earlier this summer that it will discontinue its river cruise division at the end of 2009. "We feel extremely fortunate to welcome someone with Ron's vast experience, knowledge of the cruise industry and professional reputation to our AMA family," said Kristin Karst, evp AMA Waterways. Santangelo also has held executive positions with Regency Cruises and Cunard Line and was CLIA's Marketing Committee chairman.

CLIA cruise line profiles

American Cruise Lines



For passengers who are well traveled, but ever curious, sophisticated but informal, **American Cruise Lines** offers experiences to suit their style. Our nine distinct itineraries include visits to the most amazing destinations in the United States. Culturally enriching shore excursions allow passengers to explore the region in depth. From the most cosmopolitan cities to remote islands nestled along the shore, passengers get a unique perspective on the area as they are guided by expert naturalists and historians.

These amazing destinations are intermingled with the pleasure of the small ship cruising experience. With less than 100 passengers on each of our ships, the cozy intimacy of our cruises is conducive to making new and lasting friendships, retreating to the library in solitude, or relaxing on the decks and quietly enjoying the spectacular show of nature along the shoreline.

We've been in business for 30 years, but we boast the youngest fleet in the small ship cruising industry, with ships built in 2000, 2002, 2005, 2007 and a fifth, *Independence*, which enters service in 2009. Our staterooms are the most spacious in small ship cruising – all over 220 square feet in size, and each with large opening picture windows and a private bathroom. Many even have private verandas. American Cruise Lines' passengers are accustomed to luxury and a certain level of service, both of which are in abundant supply onboard our cruises.

General Office: 203-453-6800	Air/Sea Arrangements: 800-814-6880
Brochures/General Information: 800-814-6880	Handicapped Passenger Services: 800-814-6880
Individual Reservations: 800-814-6880	Guest Passenger Relations: 800-814-6880
Group Reservations: 800-814-6880	Travel Agent Sales Support: 800-814-6880
Incentive Sales: 800-814-6880	Travel Agent Relations: 800-814-6880
Charter Information: 800-814-6880	

Key Selling Points

1. ACL offer nine unique itineraries along the magnificent East Coast of the United States
2. All staterooms have large opening picture windows, satellite TV, personal climate control, and average 220 square feet in size
3. Guests are joined by onboard naturalists and historians, who share their knowledge and passion for history and culture, and enhance the cruising experience
4. Our five vessels make up the newest generation of ships in the industry, all having been built brand new in the last eight years

Royal Caribbean International



Royal Caribbean International is a leading, innovative cruise vacation company. Our guests are active travelers who are looking for new experiences, a wide array of choices for the whole family, and a great vacation value. From activities onboard our ships like rock climbing, surfing and ice skating to shoreside adventures like glacier trekking and exploring Mayan ruins, we provide an experience that lets our guests see and do more than they ever imagined in places all over the globe. Our brand is distinguished by our Gold Anchor Service, energizing onboard and shoreside adventures, the most amazing and innovative ships, and remarkable destinations all over the world. Whether it's a 3-night getaway, a longer 14-night vacation, or something in between, Royal Caribbean provides an amazing vacation experience.

General Office: 305-539-6000	Incentive Sales: 800-345-7225
Brochures/General Information: 800-659-7225/800-521-8611	Air/Sea Arrangements: 800-636-2440
Individual Reservations: 800-327-6700/866-562-7625	Handicapped Passenger Services: 800-722-5472 ext. 34492
Group Reservations: 800-327-2055	Guest Passenger Relations: 800-529-6918
	Travel Agent Relations: 800-432-6559

Key Selling Points

1. "Gold Anchor Service" - Friendly, engaging and personal service with one goal in mind: Deliver the Wow!
2. Energizing onboard and shoreside adventures - From things like our Adventure Ocean Youth Program to the Flowrider to bungee trampolines onboard to heli-hiking and swimming with stingrays shoreside, you'll see and do more on a Royal Caribbean vacation
3. The most amazing and innovative ships in the industry - Featuring Freedom Class, Voyager Class, Radiance Class, Vision Class and Sovereign Class, Royal Caribbean continues to lead with innovation in hardware
4. Remarkable destinations all over the world-We sail over 150 global destinations including the Caribbean, Alaska, Asia, Europe, Mexico, Bahamas, Bermuda, Panama Canal, Canada/New England, South America and Hawaii



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CLIA member line FAM & educational opportunities



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Please visit The CLIA Member Cruise Line Travel Agent Training And Benefits Center at www.cruising.org/travelagents

Avalon Waterways Welcomes CLIA Member Travel Agents



Avalon Waterways is delighted to be the newest CLIA Member Cruise Line and we welcome CLIA members to experience our products! If you are interested in experiencing our Avalon Waterways river cruise product, and have booked with Avalon before, please call 1 800 221-0097. If you are new to Avalon, please e-mail us at: sales@avalonwaterways.com. Canadian agents email: canadasales@avalonwaterways.ca

All agents should include the following information:

1. Your name
2. Agency name and agency address
3. Agency phone number and fax number
4. Consortia and/or host affiliation
5. CLIA accreditation level
6. Your desired dates and itinerarie(s) or Sailing Name/Sailing Code

Carnival Cruise Lines Has Just Launched A New Online Training Site For Agents Called CCL University



Through five informative chapters, this comprehensive site offers everything you ever wanted to know about selling Carnival —from details on its extensive fleet, homeports and destinations to marketing and booking options. It is accessible on www.BookCCL.com.

"Travel agents are at the heart of our distribution system and our new CCL University online training program provides agents with a wealth of information on a variety of topics to enhance their knowledge of the Carnival product." said Joni Rein, Carnival's Vice President of Worldwide Sales.

In addition to streaming video and slide shows, CCL University includes printable PDFs of "Chapter Summary" notes which help travel agents reinforce the material learned through the program.

Agents who pass all educational chapters "graduate" from CCL University with a Bachelor's of Fun degree and are rewarded with a host of benefits, including a personalized CCL University Diploma and exclusive use of a CCL University logo (both immediately downloadable upon graduation). Agents are also offered 5 CLIA certification credits and 4 Continuing Education Credits (CEUs) for participating.

To continue their education, travel agents can earn a Master's of Memories advanced degree and Ph.D. of Awesome by visiting www.BookCCL.com and participating in valuable training events such as webinars, seminars, "Fun For All" Weekends and more. In addition to other great benefits, agents with a Master's of Memories degree will receive bonus commission coupons plus up to 6 CLIA Certification credits.

Those who achieve a Ph.D. of Awesome degree will earn additional bonus commission coupons and up to 14 CLIA Certification credits. Agencies can earn an Agency of Funology degree and receive bonus commission coupons and an entry in a quarterly drawing for a three to five-day cruise in an ocean view stateroom.

The first 1,000 graduates will be designated as CCL University's Inaugural Class. To celebrate the success of this exclusive group – Carnival will make a \$20 donation to a charity of the graduate's choice from a list of national well-known and established organizations; St. Jude Children's Research Hospital, Big Brothers Big Sisters, Make a Wish, American Red Cross and Special Olympics.

Don't miss this opportunity to become an exclusive member of CCL University's Inaugural Class – and help some special charities in the process! Go to www.BookCCL.com today and join the fun!

NCL Offers Two Ways To Learn



Norwegian Cruise Line (NCL) offers travel partners two exciting training and onboard experience opportunities! First... NCL U. By visiting www.ncluniversity.com, travel partners may begin the fun, interactive learning experience that's the most acclaimed online training program available. Participation in NCL U is a prerequisite for Norwegian's Travel Agent Reduced Rate Program as well as our very popular PhD@Sea program. The gateway to learning and fun, educational shipboard experiences is NCL U. Join NCL U today!

In August, NCL launched its first hour-long NCL U Radio show, attracting more than 700 travel partners who listened in live while Andy Stuart, Norwegian's executive vice president of global sales and passenger services, and other executives spoke about the benefits of Hawaii cruises. The radio show will broadcast the first and third Tuesday of each month at 4 p.m. EST through December 15, 2009. Travel partners interested in joining the next radio show or listening to past shows on demand can head to www.ncluniversity.com.



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Windstar Hosts Seven-Night Sailings



Travel agents are invited to enjoy 7-night sailings hosted by the Windstar sales team (attendance at the Windstar seminar is mandatory). Available sailings include: Wind surf - September 27, Nice to Rome, \$535 per person/\$802 single; Wind spirit - October 3, - Istanbul to Athens, \$525 per person/\$788 single; Wind surf - December 6 - Barbados roundtrip, \$505 per person/\$757 single; Wind surf - December 13 - Barbados roundtrip, \$520* per person/\$780 single. For more information or to apply for any of the above fam trips, please email Windstar.sales@windstarcruises.com to receive an application.

"It's Yachting, Not Cruising"



Please join us for SeaDream's "Selling the Dream" YACHTING WEBINARS. We look forward to sharing with you the reasons why we have been named the "World's Best". All you will need is an hour of your time, a computer and a telephone. Discover why your clients will return "Splendidly Spoiled".

Tuesday, Sept 22 - **Product Introduction**

Thursday, Sept 24 **Groups and Charter**

Both seminars begin at 2:00PM Eastern, 1:00PM Central, Noon Mountain and 11:00AM Pacific

CLIA partners

American Express OPENSM



American Express OPENSM 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 Card members 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.

Commissionable Vancouver Extensions



Did you know the average Vancouver cruise passenger is spending 2.3 nights in the city before or after their Alaska cruise? With so many activities for your clients to take advantage of when in Vancouver make sure you're not missing out on the extra commission a Vancouver extension can add to your bottom line.

Whether it's great shopping, exciting outdoor activities or fantastic sightseeing opportunities your clients are looking for; Vancouver offers the perfect mix of urban and natural attractions at commissionable rates.

City tours with **Landsea Tours** and **Westcoast Sightseeing** will provide your clients with the very best in Vancouver guided tours. Some of the best rail itineraries in the world begin or end in Vancouver with the **Rocky Mountaineer**, **Whistler Mountaineer** and **Via Rail** offering clients a once in a lifetime opportunity to see the Canadian Rockies in an unforgettable way. For more assistance please visit us on [our website](#).

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.



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2009

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.