Hello,

I personally want to thank you all for being valued members of CLIA in 2016. As we open our 2017 CLIA Membership enrollment, I want to let you know that we have listened to you, taken all of your valuable feedback and made meaningful changes to our membership experience in order to meet and exceed your needs and expectations.

As the global cruise industry trade association, we leveraged our relationships with Cruise Line Members, Executive Partners and the global travel community to provide you with the best benefits and resources to navigate the cruise industry, attract more clients and increase your earnings.

With the 2017 Membership Enrollment season, we have created an easier, more streamlined application process for enrolling and renewing. New for 2017, current Individual Agent Members who are renewing will not need to submit a new photo for their 2017 EMBARC ID. This will allow for a faster and more efficient renewal process.

In addition to highlighting your new membership benefits, this issue provides an inside look at cruising in Europe, October’s Plan a Cruise Month, as well as the latest industry news.

As travel professionals, you are an integral part of the cruise industry and we truly appreciate your dedication. If you have any questions, our member services team is standing by to assist you and can be reached at info@cruising.org or by calling (202) 759-9370.

Best Regards,

Cindy D’Aoust
President & CEO
2017 CLIA TRAVEL AGENCY ENROLLMENT IS OPEN

September is here, leaves are changing, kids are back in school and CLIA’s 2017 Membership Open Enrollment season has started! 2017 CLIA Agency Membership Enrollment is now open and enrollment for 2017 Individual Agent Members will begin on Monday, October 3, 2016. Here are a few things you can look forward to with your 2017 CLIA Individual Agent Membership:

• Your EMBARC ID will be mailed directly to you.
• Two free online courses are included in your membership.
• There is an easier and more streamlined application process for enrolling and renewing.
• 2016 Individual Agent Members who are renewing DO NOT need to submit a new photo for their 2017 EMBARC ID.

To ensure your enrollment process is hassle-free, here are a few tips from CLIA’s Member Services Representatives for a smooth enrollment process:

• **Update Your Information:** Login to your MyCLIA account and verify that your first and last name, email address, mailing address and primary agency affiliation are correct under your profile information BEFORE you begin the application process – This will ensure that your membership materials (i.e. membership kit, EMBARC ID, etc.) are shipped to the correct destination.

• **Use Google Chrome or Mozilla Firefox:** This provides the best online experience as these web browsers are most compatible with our system and successfully display all of the features. Unfortunately, Internet Explorer is not fully compatible and may hinder your progress in completing the application.

• **Check MyCLIA for Updates:** After you have enrolled, login to your MyCLIA account often to take advantage of your member benefits, redeem cruise line offers and EMBARC ID discounts. We encourage you to review these benefits after each stateroom sale or before booking any personal travel to get the best return on your investment. Take some time to review all of the information and links in your MyCLIA account and become well-versed and familiar with all that your membership delivers.

We continue to listen and learn from you in order to provide additional benefits, professional development opportunities and meaningful engagements with cruise industry leaders.

For any questions, please [click here](#) or email our Membership team at [info@cruising.org](mailto:info@cruising.org) or give us a call (202) 759-9370. As always, CLIA’s Membership Team is available Monday – Friday, 9 AM – 5 PM EST to assist you with any questions or information that you may require.
CRUISE TV: TOP FIVE REASONS WHY NOW IS THE TIME TO CRUISE TO EUROPE

According to Cruise Critic readers, eight out of ten dream of taking a European Cruise but half of those polled think it’s unaffordable. Not true! From unprecedented affordability to seasonal events, CLIA experts reveal why now is the time to experience Europe from the comforts of an ocean or river cruise.

Here are the Top Five Reasons Why Now is the Time to Cruise to Europe:

1. **Affordable Airfare:** Travelers looking for the best value are in luck as the fall season typically lends itself to plenty of discounted airfare both domestically and internationally, making transportation to a variety of cruise ports more affordable. Furthermore, in an effort to stimulate the European economy, many airlines have also cut prices on flights to Europe this year.

2. **Cruise Line Promotions:** Due to a less populated travel season and following the summer travel boom, many cruise lines offer the best pricing to travelers in the fall and winter. CLIA Certified Travel Agents are also finding that travelers can plan an Autumn escape with great rates, including excellent promotions on river cruises that include free airfare, making an inaugural European getaway both attractive and more affordable to first-time cruisers.

3. **Avoiding the Crowds:** While Autumn is one of the most beautiful times to travel through Europe, many European destinations are less crowded with tourists and travelers. Those taking advantage of the off-peak travel season may expect less foot traffic allowing for a more relaxed and intimate vacation experience.

4. **Far-Reaching Dollar:** In many European destinations, the U.S. dollar is exchanging for higher rates than in the past, making converting currency more favorable for American travelers. Getting more for the dollar helps travelers cruisers do, see and shop more in their European ports of call.

5. **Upcoming Events:** There is no shortage of spirited celebrations and events in Europe during the fall and winter months. For example, from September through November, Europe plays host to the iconic Oktoberfest, the world’s largest Volksfest in Munich. Travelers hoping to get in the early holiday spirit can take a river cruise stopping at the famous Christmas Markets in Nuremberg as early as late November.

To watch this month’s full video and to see other Cruise tv episodes, click here.
TRAVEL AGENT TIPS

MARLON AND SHERI SANDLIN, CCC
Franchise Owners/Vacation Travel Specialists, Cruise Planners
Puyallup, WA

As the first agents to get your CCC, what advice would you give to others interested in pursuing this new certification?

Stay focused, make a plan as to how you will complete the necessary certification requirements, and as the Nike slogan says, “Just Do It!” It will help take your business to the next level of success.

How long have you both been travel agents and why did you decide to pursue this as a career?

Even though we’ve been together for nearly 40 years, we’ve been travel agents with Cruise Planners, an American Express Travel Representative, for just a couple of years. We love to travel on vacation, and Marlon has traveled to several overseas destinations on business over the years. So, we thought it would be fun to turn our interest and passion into a business, one that we could pursue together.

How did you anticipate achieving your CCC certification will impact your careers/business?

We anticipate our certification will help our business grow as we more effectively serve our clients and sell wonderful travel experiences.

How did the courses impact your performance as travel agents? Was there a favorite course(s)?

It has given us greater confidence in talking with prospective clients about travel opportunities they may enjoy. While Sheri enjoyed both the Western and Eastern Hemisphere courses, Marlon found the course on Delivering Great Customer Service very helpful.

How did going through this process together help you achieve your certification? Was there any friendly competition?

Working together on achieving our CCC certification helped keep us focused and motivated. We also made a valuable investment in our business by attending the Cruise360 conference in Vancouver and taking many of our CCC courses while we were there.

You’re the first two agents to complete CLIA’s new Certified Cruise Counsellor (CCC) certification. What made you decide to get your CCC certification?

We felt it would not only enhance our product knowledge and marketing skills, it would also give us additional credibility as travel professionals.

How do you anticipate achieving your CCC certification will impact your careers/business?

We anticipate our certification will help our business grow as we more effectively serve our clients and sell wonderful travel experiences.

As the first agents to get your CCC, what advice would you give to others interested in pursuing this new certification?

Stay focused, make a plan as to how you will complete the necessary certification requirements, and as the Nike slogan says, “Just Do It!” It will help take your business to the next level of success.

Want to be featured in our Travel Agent Tips?
Contact Sarah Kennedy at Skennedy@cruising.org.
EVENT UPDATE

JOIN US FOR PLAN A CRUISE MONTH EVENTS!

With October a week away, CLIA is excited to kick off Plan a Cruise Month and now is the time to get involved!

The Travel Agent Toolkit, exclusively for CLIA Individual Agent Members, includes assets to help best leverage the Plan a Cruise Month campaign and engage with new and existing clients. The toolkit is available to CLIA Individual Agent Members by logging into MyCLIA at cruising.org.

Travel Agent Twitter Event

Tomorrow, we are hosting our Travel Agent Twitter Event. Tweet along with CLIA in support of Plan a Cruise Month and get the chance to win exciting prizes from CLIA Cruise Line Members.

- Wednesday, September 28, 2016
- 12pm to 2:00pm ET

Participate in the Travel Agent Plan a Cruise Month Twitter Event using the hashtag #CruiseMonth and @CLIAGlobal. Want to participate but not sure how, click here.

Surprise & Delight

Do you consider yourself a Plan a Cruise Month marketing maven? New this year, CLIA will be rewarding travel agents who customize and leverage the Plan a Cruise Month campaign in creative ways on social media, specifically Twitter and Instagram.

Throughout the month, CLIA will acknowledge and reward agents on social media with prizes so be sure to tag us on your social media platforms and include us on your email lists!

#CruiseSmile #Sweepstakes

#CruiseSmile #Sweepstakes begins October 1 and is a simple and exciting digital and social promotion, offering the chance to win a cruise vacation each week during the month. A wide variety of cruises will be showcased at www.CruiseSmile.org under the themes:

- Family-friendly
- Cultural exploration
- Fun in the sun
- Exploring nature

Thanks to CLIA Cruise Line Members, participants have the chance to win one of 31 unique cruise vacations to appeal to their individual travel styles and preferences. At the end of each theme period, a sweepstakes winner will be chosen. Winners may select one of their week’s featured cruises to best fit vacation travel preferences. A total of four cruises will be awarded over the 31-day sweepstakes period.

For more information on Plan a Cruise Month, visit www.cruising.org/pacm.
MEETINGS & EVENTS AT SEA COMES TO WASHINGTON, DC

In partnership with Meeting Professionals International (MPI), CLIA created a certificate program that explores the advantages of hosting groups and events on cruise ships as opposed to traditional venues. On Friday, October 14, CLIA is offering this new program, for the first time as an in-person workshop in Washington D.C.

The new certificate takes attendees through a full meeting planning process to give them the hands-on tools and information they need to get started in this new segment. From examining logistics to reviewing the different variables to consider when hosting an event at sea, participants will leave with an outline for what to expect, before, during and after their meeting or event.

This certificate is offered at CLIA Professional Development Events throughout 2017. In addition, CLIA is working with MPI to convert this live training program into online modules to ensure that Individual Agent Members who may not be able to attend an in-person offering are afforded the same opportunity to benefit from this training.

As always, we want to make sure that our members have every chance available to invest in themselves and grow their knowledge base and skill set to increase their sales and be successful, cruise-selling professionals!

CALENDAR OF EVENTS

UPCOMING GLOBAL EVENTS

Meetings & Events at Sea Certificate Program
14 October 2016
Washington, DC
Click Here

cruisExcellence Denver
5 November 2016
Denver, CO
Click Here
cruisExcellence San Diego
3 December 2016
San Diego, CA
Click Here

2017 Cruise360
18 – 24 April 2017
Fort Lauderdale, FL
Click Here
PUBLIC AFFAIRS UPDATE

CLIA SHOWCASES ENVIRONMENTAL STEWARDSHIP AND TECHNOLOGIES

To help the diverse cruise community tell the industry’s positive story in the area of environmental stewardship, CLIA has developed a variety of materials for use by CLIA Members, including a sustainability report, infographic and a video on the industry’s environmental leadership, innovation and collaboration.

If you missed the release of our 2016 Sustainability Report last month, you can access it here to read about the industry’s innovations and investments.

The environment infographic calls attention to many of the ways the cruise industry’s forward-leaning innovations protect the environment, and our new video explains those advanced technologies and practices. Highlights from these outreach materials include:

• CLIA oceangoing Cruise Line Members must adhere to a zero discharge policy at sea for untreated sewage, which goes further than international maritime regulation.

• $1 billion has been invested in new emissions technologies and cleaner fuels to further protect air quality.

• Innovative, non-toxic hull coatings reduce fuel consumption by 5 percent and some cruise ships are installing solar panels for emissions-free energy.

• Cruise lines worked with the U.N.’s International Maritime Organization to develop mandatory measures designed to achieve a 30 percent reduction in new ship CO2 emissions by 2025.

• Cruise lines collaborate with environmental organizations and government agencies to create policies that protect our oceans.

Watch the full video to learn more. The video is also available in shorter versions for you to share on your social media pages.

Help us spread the word about the industry’s commitment to the environment. Please share these videos with your colleagues and on your social media. Email stevans@cruising.org for the embed codes.

MEMBERSHIP

SIGN UP NOW FOR CLIA’S NEW CAREER COUNSELING!

CLIA Individual Agent Members know that certification boosts sales and industry recognition, but where to get started with their professional development isn’t always clear.

GREAT NEWS! CLIA is offering a useful new service for our members: Career Counseling! CLIA Members can schedule a 15 minute, one-on-one phone appointment with a member of the Professional Development team to take a deeper dive into your particular status and guide you toward the path that works best for you and your goals.

During these appointments, we can also address questions about courses, programs and membership benefits; as well as concerns that you may have long the way.

To schedule your one-on-one Career Counseling appointment, click here and follow the steps below:

• Choose your counselor

• Select the date and time that works best for you

• Fill out your contact information and provide any additional details you would like to discuss on the call.

At your appointment time, your counselor will call you directly to begin working with you toward your growth and success!

To learn more visit http://www.cruising.org/travel-agent/professional-development-training.

Social Media Tip:

Build a strategy. While posting randomly throughout the week may work, you’ll be delighted to find the success you can achieve with an organized and well thought out social media strategy. Building a social calendar, deciding when and where you’ll post, and tweaking your content for the appropriate social platform will do wonders for your social success. Click here for a few easy to use social media calendar templates.
CLIA ON THE ROAD

WHERE YOU CAN FIND CLIA IN OCTOBER

CLIA has a presence at a number of events throughout the calendar year. Check out where we will be during the month of October. We hope to see you around!

**Travel Agent Destination Summit**
San Juan, Puerto Rico
September 29 – October 2, 2016
CLIA Staff:
- Caroline Johnson – SVP, Membership Operations
- Stephani McDow – Director, Membership & Professional Development
- Lane West – Manager, Executive Partner Relations
- Rachael Heiner – Director, Events

**Carnival Cruise Line’s Miracle Seminars at Sea**
Long Beach, CA
October 1 – 8, 2016
CLIA Staff:
- John Bateman – Regional Trainer

**Home Based Travel Show**
Miami, FL
October 3 – 5, 2016
CLIA Staff:
- Heidi Olson – Manager, Training and Certification

**Meetings & Events at Sea Certificate Program**
Washington, DC
October 14, 2016
CLIA Staff:
- Stephani McDow – Director, Membership & Professional Development
- Kristal Shavers – Manager, Professional Development

**Carnival Cruise Line’s Pride Seminars at Sea**
Baltimore, MD
October 16 – 23, 2016
CLIA Staff:
- Stephani McDow – Director, Membership & Professional Development

**Carnival Cruise Line’s Sunshine Seminars at Sea**
New York, NY
October 17 – 21, 2016
CLIA Staff:
- Kristal Shavers – Manager, Professional Development

**IMEX AMERICA 2016**
Las Vegas, Nevada
October 18 – 21, 2016
Booth #: 2148
CLIA Staff:
- Marla Phaneuf – VP, Strategic Partnerships
- Lane West – Manager, Executive Partner Relations
- Gale Collins – Manager, Sponsorship Relations

**Ensemble Travel Group 2016 International Conference**
San Diego, California
October 19 – 23, 2016
CLIA Staff:
- Charles A. B. Sylvia – VP of Membership and Trade Relations
- Danielle Haney – Administrative Assistant, Membership

**Carnival Cruise Line’s Splendor Seminars at Sea**
Miami, FL
October 30 – November 6, 2016
CLIA Staff:
- John Bateman – Regional Trainer
WHAT’S NEW AT CLIA

STATE OF THE ASIA CRUISE INDUSTRY: NO SIGNS OF SLOWING DOWN

Last month, CLIA released the findings of the new, comprehensive 2016 Asia Cruise Trends study. Once again, the data reveals the cruise industry in Asia is growing at a record pace. In fact, according to the latest study, Asian source markets experienced the most growth year over year in ocean cruise passengers with an impressive 24 percent increase from 2014 to 2015 and a total of 2.08 million passengers in 2015. Asian cruise deployment, capacity and destinations have been showing remarkable growth too.

Click here to read the full release.

CLIA’S TRAVEL & CRUISE MAGAZINE RELEASED!

The new issue of Travel & Cruise magazine, the official magazine of the global cruise industry is out! Created in partnership with the Florida-Caribbean Cruise Association (FCCA), the magazine gives insight into the inner-workings and happenings of the industry with exclusive content from cruise line executives and prominent experts.

Click here to read the online version of this quarter’s issue.

CLIA LAUNCHES ANNUAL MEMBER SURVEY

We heard you.

Thank you for your strong response to our yearly Travel Agent survey as the response rate increased to 8.5 percent from 6 percent last year. You told us that the most important benefits are Professional Development resources and Certification and 87 percent of the responders mentioned that CLIA helps to establish credibility with your clients. Some of the key satisfaction and loyalty metrics went up, but you also highlighted some challenges that CLIA needs to address around operational efficiency and ease of redeeming coupons.

We are happy to report that many of these areas have been addressed with the 2017 enrollment process.
**Carnival**
Carnival Corporation has big things in mind for Carnival Cruise Line, just recently signing an agreement with Meyer Werft and Meyer Turku shipyards for the construction of two ships for Carnival, both which will become the largest ships in the fleet. The two new ships, expected to be completed 2020 and 2022, will be constructed at Meyer Turku's Finland yard, each registering 180,000 tons and carrying 5,200 passengers at double capacity. The new ships will also utilize liquefied natural gas (LNG), the cleanest of fossil fuels, to power the ship and cut down on emissions. Additional details on the ship's design, itineraries, and offerings will be announced over the coming years.

**Crystal Cruises**
Crystal Cruises, a rapidly growing luxury travel brand, recently celebrated their first foray into the Northwest Passage. In late August, Crystal Serenity successfully entered the Northwest Passage and later docked in Ulukhaktok, Northwest Territories and Cambridge Bay, the first time these ports have ever welcomed a luxury cruise ship. Setting sail from Anchorage in August, the Crystal Serenity sailed for 32 days, calling in numerous isolated, yet culturally enriching ports, before arriving in New York on September 16. The groundbreaking sailing through the Northwest Passage was the first of its kind, as no cruise ship had yet sailed this unique route between the western coast of North America and the eastern coast.

**MSC Cruises**
MSC Cruises' soon to be newest ship, MSC Meraviglia, was recently moved from its construction dry dock to the wet deck during the traditional floating out ceremony. The ceremony marks an important stage in a ship's life, as it moves into the final phase of construction, now under a year away from delivery. The new ship, the largest for the growing cruise line, will accommodate 5,714 guests in 14 different stateroom types, and will offer a variety of amenities, including 20 bars and lounges, 12 unique dining experiences, an expansive waterpark, 12 weekly Cirque du Soleil performances, a host of pools and outdoor spaces, and an expansive onboard spa. MSC Meraviglia is expected to debut in June 2017.

**P&O Cruises**
Announced alongside the order of new ships for Carnival Cruise Line, P&O Cruises has also signed an agreement with Meyer Werft and Meyer Turku for the construction of a new ship. The new ship, which is currently unnamed, is scheduled to be delivered in 2020 and will accommodate up to 5,200 passengers. The ship, powered by environmentally friendly liquefied natural gas (LNG) and with a tonnage of 180,000 will surpass P&O's current flagship Britannia, launched last year, as the fleet's largest ship. Additional details of the new ship are expected to be announced at a P&O press event on October 26.
AIDA Cruises
Miami Vice or Bollywood? Three AIDA wanderlust routes on winter program for last time

Azamara Club Cruises
Azamara Club Cruises Unites Le Club Voyage Members For First Ever Loyalty Program Cruise

Carnival Cruise Line
Carnival Miracle to Operate Unique 14-Day Alaska Cruise Round-Trip from Long Beach in September 2017

Celestyal Cruises
Celestyal Cruises Adding New-Builds, Expanding to Gulf and Adding a Second Ship to Cuba

French America Line

Norwegian Cruise Line
Norwegian Cruise Line Expands Partnership With Margaritaville

Oceania Cruises
Oceania Cruises Announces Jacques Pépin Cruise and 14th Oceania Club Reunion Cruise for 2017

Paul Gauguin Cruises
Paul Gauguin Cruises Debuts Its 2017 Tahiti, French Polynesia, Fiji & The South Pacific Brochure

Princess Cruises
Princess Cruises Seventh Designs and Key Features Unveiled For Newest Ship in the Growing Fleet

Windstar Cruises
Windstar Cruises Charts a Course for Yachting Adventure on Europe 2017 Sailings