

WELCOME TO CLIA

CLIA ASIA TRAVEL AGENT MEMBER GUIDE



2024

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WELCOME

Thank you for being a part of Cruise Lines International Association (CLIA). Together we form a community that is much more than just an industry association.

As a travel agent member of CLIA, you are among the most connected, most qualified, and most successful travel agents in Australasia. The benefits, resources, and educational opportunities that CLIA membership brings are an essential part of your professional development and future success.

On the following pages you'll find important details on the full suite of benefits available to CLIA Travel Agent Members, and we encourage you to make the most of them throughout the coming year.

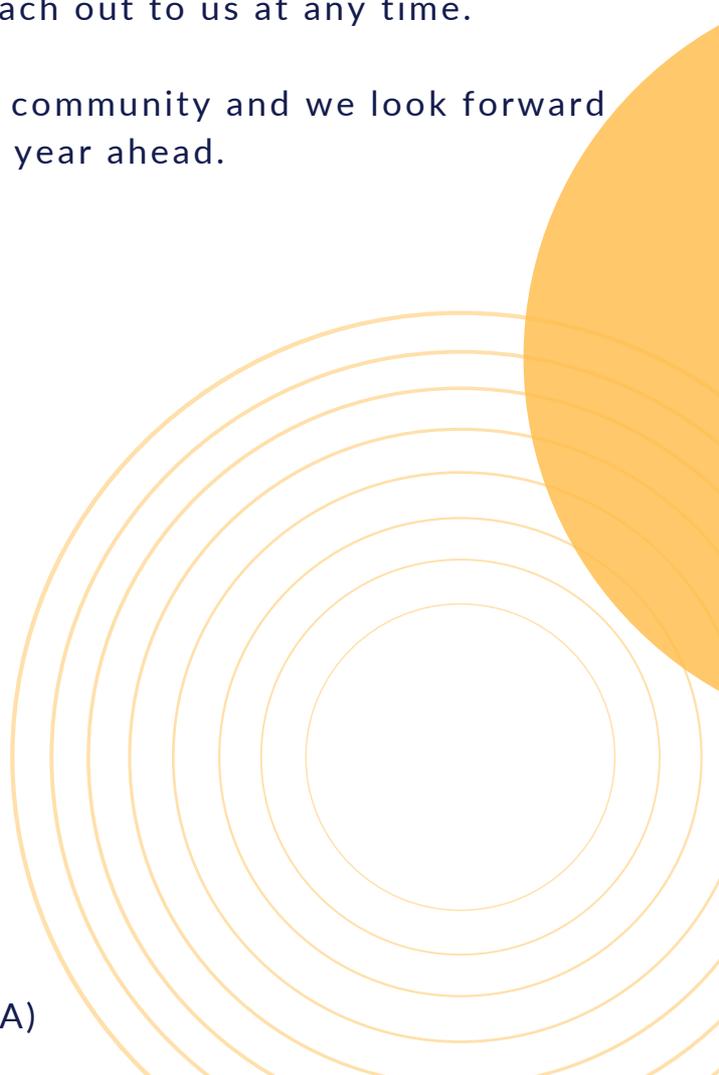
The CLIA Australasia team are here to help you get the most from your membership, so please don't hesitate to reach out to us at any time.

It's a pleasure to welcome you to the CLIA community and we look forward to supporting your accomplishments in the year ahead.



A handwritten signature in dark blue ink that reads "Joel".

Joel Katz
Managing Director Australasia & Asia
Cruise Lines International Association (CLIA)



YOUR CLIA



Cruise Lines International Association (CLIA) is a global community, united by a shared passion for cruising and a common interest in the future success of our industry.

CLIA is the world's largest cruise industry trade association. It is the leading authority of the global cruise sector and provides a unified voice for cruising all over the world.

Our mission is to support the policies and practices that foster a safe, secure, healthy, and sustainable cruise ship environment, and to promote the cruise travel experience.

CLIA brings the whole cruise industry together – including ocean and river cruise lines; travel agents; ports, destinations, and travel industry suppliers; maritime and technical service providers; hotels, food and beverage suppliers, and more.

We are One Industry – One Voice. We know that our industry is stronger when we all work together with the aim of promoting the common interests of the cruise community.

55+

CRUISE LINES

44 Ocean Cruise Line Members
(279 Vessels & 580k Lower Berths)
11 River Cruise Marketing Affiliates



350

BUSINESS PARTNERS

Including Ports & Destinations, Travel,
Maritime & Technical, and Hospitality



90,000

TRAVEL AGENT MEMBERS WORLDWIDE



YOUR CLIA MEMBERSHIP BENEFITS SUMMARY

Supporting Your Interests



Have your needs and interests represented as part of CLIA's critical government advocacy programs, as we work to protect and enhance the cruise industry and our members.

Professional Development and Training



Expand your cruise knowledge and skills through online courses and by attending live and virtual events.

Industry Recognition



Earn your CLIA Certification from our globally recognised training and Certification Program.

Resources & Tools



Access valuable tools and downloadable resources via the CLIA Members Hub to help you sell cruise.

Cruise Specialist Listing



Boost your presence and referrals with free inclusion in the "Search for a Cruise Specialist" Directory on the CLIA Australasia website.

Cruise Industry Reports and Insights



Access to regional and global cruise industry data and insight into key industry developments through CLIA's weekly newsletter and other publications.



Promote Your Credibility



CLIA Member & Certification logos, together with your personal Embarc ID card, promote your association with the global cruise industry.



YOUR CLIA MEMBERSHIP BENEFITS SUMMARY



Supporting Your Interests

Be supported by CLIA's critical work advocating to governments and stakeholders on behalf of the cruise sector and our agent members. Take advantage of resources available to help you add your own voice to CLIA's campaigns.



Professional Development & Training

CLIA's Professional Development and Training programs are rated the best in the industry and leverage a wealth of expert knowledge and partnerships to deliver valuable education to travel agents and other industry professionals. Our CLIA Certification Program, online courses, webinars, and live training events provide a host of opportunities to take your career to the next level.



Industry Recognition through our exclusive CLIA Certification Program

CLIA offers the only official cruise industry approved certification scheme for travel agents around the world, where each individual can follow their own e-learning path at their own pace to gain cruise specialist certification. Our Certification Program teaches you everything you need to know about selling cruise. Enhance your knowledge of the various cruise segments and categories, learn about worldwide cruise destinations, and acquire the skills to upsell, cross-sell and match your clients to the cruise that is right for them. CLIA's Certification Program elevates your personal and professional brand and is also an important consideration for consumers when selecting a travel agent. CLIA certified agents have the potential to earn more commission, by drawing on the knowledge they have gained and the skills they have acquired from their investment in CLIA training.



Resources & Tools

The CLIA Members Hub is your one-stop source to access not only online cruise training, but also a growing library of valuable tools and resources to assist you with your cruise enquiries and marketing activities. The CLIA Members Hub provides you with information, resources and tools all in one convenient location, including the latest cruise news; recorded webinars; CLIA podcasts, downloadable reference guides; CLIA Cruise Line and Executive Partner contacts, downloadable digital brochures, promotions, links to cruise line online training courses; Travel Agent toolkits, infographics and other social media assets; fact sheets and much more. The CLIA Members Hub is the perfect support to compliment over 100 hours of training material.



Cruise Specialist Listing

Boost your presence and referrals with free inclusion in the "Search for a Cruise Specialist" Directory on the CLIA Australasia website.

YOUR CLIA MEMBERSHIP BENEFITS SUMMARY



Promote Your Credibility

Promote your association with the global cruise community in all your communications, on your website and in marketing materials with the official CLIA Member logo. Consultants with a CLIA certification also have access to a logo which identifies their certification level (Accredited, Ambassador or Master Consultant) for the calendar year. CLIA Travel Agents are also eligible to receive their own personal digital EMBARC ID card for industry recognition.



Cruise Industry Reports and Insights

As a CLIA member you have access to regional and global cruise industry data and insight into key industry developments through CLIA's weekly newsletter and other publications.

PROFESSIONAL DEVELOPMENT & TRAINING

CLIA, the official trade body of the cruise industry, provides an exclusive certification program for travel agents worldwide that allows individuals to pursue their own e-learning path and earn a cruise specialist certification at their own pace. CLIA's Professional Development Program and courses are rated the best in the industry and leverage a wealth of expert knowledge and partnerships to deliver valuable education and resources to travel agents and other industry professionals. Our online courses cover a wide range of subjects, including the value of cruising, ship design and terminology, the onboard and shore-side experience, recommending and closing a cruise sale, key cruise regions and ports, and expertise in different types of cruising. By drawing on the knowledge and skills acquired from CLIA training, cruise line product training, and personal cruise experiences, CLIA certified agents have the potential to earn more commission on their cruise bookings!

CLIA Australasia has 3 levels of certification – **CLIA Accredited**, **CLIA Ambassador**, and **CLIA Master**.



The requirements for each level of certification differ, and each level requires a minimum number of CLIA points earned from mandatory online and offline activities including:

- ✓ The completion of online CLIA courses (core units and electives)
- ✓ The completion of online training courses offered by CLIA cruise lines
- ✓ Personal cruise experience (min 3-night cruise on CLIA cruise line)
- ✓ Participation in the CLIA Masters Program and successful completion of assignment

CLIA Points

CLIA awards travel agents who complete cruise industry, cruise product and destination training, and who attend CLIA events and experience cruises first-hand (through approved cruises and ship inspections) with CLIA points. The number of CLIA Points awarded for each activity differs.

CLIA Masters Program

CLIA's Masters Program gives travel agents the skills they need to forge a unique position in a competitive retail landscape. It takes agents into an environment beyond mainstream selling, helping them to pursue new revenue streams and create a unique brand differentiation. The new CLIA's Masters Program is a self-paced online learning course that spans 6 weeks. Included in the course is a comprehensive digital workbook, online discussion tab for participants to discuss and share ideas, as well as a weekly virtual meeting led by CLIA that allows the group to discuss topics, chat with leading guest experts, as well as distribute the following weeks' material and tasks. To partake in the course, we recommend setting aside 3-4 hours per week over the 6 week duration of the course.

Renewal of Certification

CLIA members holding a certification must renew their certificate each year by completing the "Cruise Dynamics" elective, and are encouraged to display their certificate prominently, where clients can see their credentials. CLIA Certification logos (valid for the calendar year) are also available to add to email communications and are available on request from the CLIA membership team.



For more information on CLIA Australasia's Certification Program, how to earn CLIA points and answers to Frequently Asked Questions, please log in to the [CLIA Members Hub](#) and refer to our "Guide to CLIA Certification" on the following page.



GUIDE TO CLIA CERTIFICATION

On average CLIA Certified Agents generate **15% MORE SALES** than agents without CLIA training*



Accredited	Ambassador	Master
Must Have	Must Have	Must Have
✓ Completed 2 x Core Units*	✓ Completed 2 x Core Units*	✓ Achieved Ambassador Level
✓ Completed 1 x Elective	✓ Completed 3 x Electives	✓ Accumulated 300 CLIA Points
✓ Completed 1 x Cruise of 3-nights or more on CLIA Cruise Line	✓ Completed 2 x Cruises of 3-nights or more on CLIA Cruise Line	✓ Participated in CLIA Masters Program
✓ Accumulated 100 CLIA Points	✓ Accumulated 30 points from CLIA Cruise Line Training	✓ Passed Masters Assignment within 3 weeks
	✓ Accumulated 200 CLIA Points	

* 2 Core Units: Oceans of Knowledge & Oceans of More Opportunity (Equivalent to the 25 modules that were part of "Oceans of Opportunity" training prior to April 2020)

How to earn CLIA Points

CLIA Learning Academy	CLIA Cruise Line Training	CLIA Executive Partner Training	CLIA Masters Program	CLIA Virtual & Live Events
20 points/course [^] <small>[^]Cruise Champion = 40 points</small>	2-20 points	5 points	50-100 points	30-40 points
CLIA Cruise Line Roadshows	Cruise Experience (CLIA cruise line)	Ship Inspection (CLIA cruise line)	CLIA Product Plus	Previous CLIA Cruise Ship Employment
10 points	20 points	10 points	15 points	20 points

Life-Cycle of your CLIA Points



Points earned for Ship Inspections and Cruise Experiences have a life-cycle of 10 years.

Points earned from all other eligible activities will remain on your profile.

Renewing your Certificate



To maintain your certificate, you must complete the refresher course named "Cruise Dynamics" every year.

This online course is open from February - December, accessible via CLIA Members Hub -> Learning Academy.

*Based on data from CLIA cruise lines

GETTING STARTED

YOUR CLIA ID

Upon joining CLIA you will be issued with your own personal 6-digit CLIA ID number and password. Your CLIA ID is required when booking event tickets and logging into the Members Area. Visit www.cruising.org.au to log in.

YOUR PERSONAL CLIA PROFILE

MY CLIA PROFESSIONAL DEVELOPMENT

Update and manage your CLIA points including registering your ship inspections, cruise experiences and external training and events.

SELECT HERE >

My CLIA Professional Development

Update and manage your personal CLIA Profile here and view a summary of your approved CLIA activity and points. Upload details on your ship inspections and cruises from CLIA cruise line, and certificates of completion for relevant CLIA cruise line online training courses (that are not automatically issued within the Members Hub).

See below for how to register your professional development activity.

TO REGISTER YOUR ACTIVITY, PLEASE FOLLOW THE STEPS BELOW:

1. Click on the ADD ACTIVITY button which is under your name
2. Select the activity from the drop-down list
3. Complete all relevant fields on the form from the drop-down options provided
4. Upload the required confirmation - this includes certificate of completion (for cruise line training), copy of cruise ticket/confirmation or Cruise Card, showing all voyage details along with your name for cruises, and a letter confirming your attendance and details of any ship inspection.
5. Save and return to your profile.

MY CLIA PROFILE

Update your contact details. This page will be visible on our Agent Search pages. Primary Contacts can manage staff here.

SELECT HERE >

My CLIA Profile

This is a summary of your CLIA Profile, where the primary contact for each member has the ability to update company details, affiliations and staff details. The primary contact for any Agency member will also be able to view the number of CLIA points for any listed consultants.

When adding staff to your Membership profile, please be mindful of your current membership tier. CLIA membership fees are based on the number of staff listed in your company's CLIA profile and adding additional staff may result in you having to upgrade your membership to the next tier.

If this occurs, you will be invoiced for the difference in the annual membership fee for the tier you are upgrading to. For more information, please contact the CLIA Membership team by phone or [email](mailto:) to have this actioned.

In addition, if you are adding a consultant to your staff listing who already has an existing CLIA ID and profile, they will need to be added by the CLIA Membership team for their CLIA points history to be recognised.

****If a staff member leaves your agency, it is most important that you remove this staff member from your agency profile and contact us immediately to have their access to the Members Hub and all associated member benefits suspended. Anyone who has been removed from a CLIA membership profile, will be moved to our “Holding Bay” where their professional development history and CLIA points remain on file.**



Digital CLIA Embarc ID Card

CLIA members who are employed by a CLIA Member Travel Agency or who have their own business selling travel can apply for a personal digital CLIA Embarc ID Card, which validates your professionalism as an active CLIA member.

- The digital CLIA Embarc ID card is valid for Australian and New Zealand CLIA members only
- The digital CLIA Embarc ID card is valid for the duration of the calendar year of issue only
- Each registered CLIA member will be eligible to apply for one card only per membership year
- The spelling of your name will be as per your CLIA Profile and the photo image as per what you have uploaded

TO ORDER YOUR DIGITAL CLIA EMBARC ID CARD, PLEASE FOLLOW THE STEPS BELOW:

1. Log into your CLIA Profile from the [CLIA website](#) and select My Digital CLIA Embarc ID Card from the menu
2. Select “Update Image” and choose a file to upload (jpg file)
3. Select “Upload File” and “Continue Application”
4. After uploading, you must go back to the My CLIA Embarc ID Card page, tick the box to confirm your acceptance of the Terms and Conditions and select the “Apply Now” button
5. Requests for your digital Embarc ID Card can take up to 14 days to process.

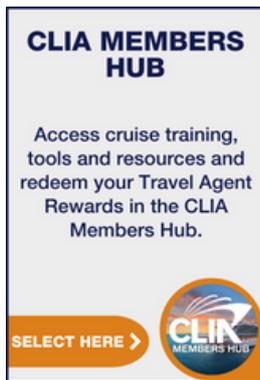


CLIA Renewal

Visit this page to pay your annual CLIA membership renewal fee. Invoices are typically issued in October each year and payable by 31 December.

CLIA members in Australia can renew their annual membership fee by credit card or by bank transfer (EFT).

CLIA Members in New Zealand can renew their annual membership fee via our [NZD Payment Portal](#).

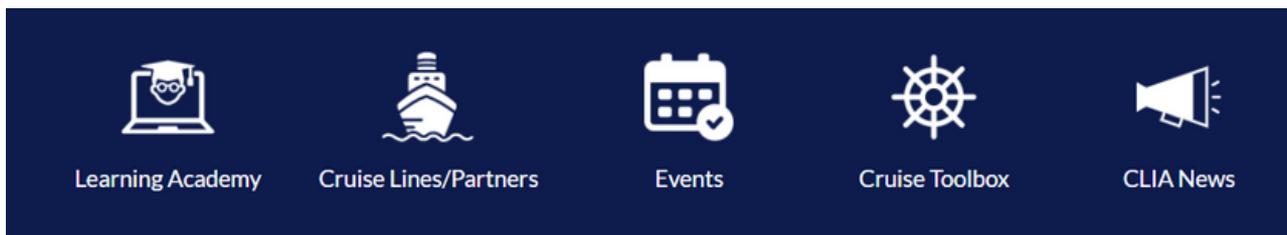


CLIA Members Hub

Take the time to invest in your professional development of all things cruise, make use of the resources we provide, and be sure to promote your CLIA certification (and cruise expertise) to your clients.

CLIA Members have exclusive access to an ever-growing library of valuable training, tools and resources all in one convenient location – the Members Hub. This is your biggest asset – be sure to make use of it!

KEY FEATURES OF THE CLIA MEMBERS HUB:



 [Select here](#) to view tutorials on how to use the Members Hub.



CLIA Learning Academy

The CLIA Learning Academy is your one stop shop for everything cruise. It includes CLIA cruise education courses to help you gain CLIA certificates, Cruise Line and Executive Partner product training, as well as cruise destination information and resources that can assist you as a cruise specialist.



Cruise Line / Partner Information, Training and Resources

All CLIA Cruise Lines, together with some of our Executive Partner Members have their own webpage within the CLIA Members Hub where you can access:

- o **BDM / Sales Team Contact Details**
- o **Courses** (link to complete online training course, where CLIA points are awarded upon completion)
- o **Events** (roadshows, training events etc)
- o **Recorded Webinars** (access cruise line/partner recorded webinars)
- o **Brochures** (electronic PDFs or links to view online brochures)
- o **Media Library** (access to Cruise Line marketing portals and media library assets – separate log-in credentials for the cruise line may be required)
- o **News and Promotions** (flyers, media releases and more)
- o **Policies** (including links to view booking and cancellation policies, and health and safety policies)



Events

Visit the Events webpages for more information on CLIA Australasia's exclusive live and virtual member events. This is also where you will find opportunities to register for cruise line ship inspections and roadshows when available.

VIRTUAL EVENTS



Webinars – Join our live webinars, hosted in conjunction with CLIA cruise lines, and keep updated on the latest news and product developments whilst picking up valuable sales and marketing tips.

Recordings of CLIA webinars can be found in the CLIA Members Hub Webinar Library.



Virtual Showcases – CLIA hosts a number of virtual showcases during the course of the year, which are available exclusively to CLIA members.

More information about upcoming virtual events can be found on our event webpages.



Cruise Toolbox

The Cruise Toolbox includes access to a growing library of useful resource material, webinar recordings, cruise line policies, Travel Agent membership benefits and tools to help you during CLIA's annual Cruise Month campaign.

Useful resources include:

- Social media assets and promotional collateral to assist you in promoting your affiliation with CLIA
- CLIA member logos
- Cruise line facilities (onboard laundry services and electrical plug summary guides)
- Sustainability resources
- River Cruise toolkit
- Webinars: CLIA & CLIA Cruise Line recorded webinars
- Important Links: includes useful links to government information, travel and health information and more
- Industry Reports: includes market research and economic impact studies providing valuable insight into the cruise consumer
- Reference Guides & Resources: including river cruise assets and sustainability resources



CLIA News

Keep abreast of all that's happening in the cruise industry, with access to:

- CLIA member weekly newsletters
- CLIA Cruise Podcasts - bringing you news from our teams across the globe and keeping you up-to-date with all things cruising

MEET THE CLIA AUSTRALASIA & ASIA TEAM



**JOEL
KATZ**

Managing Director Australasia & Asia



**JON
MURRIE**

Communications Director



**MARITA
NOSIC**

Director of Membership & Events



**HUGH
CAVILL**

Director of Government Affairs



**KAREN
KOOP**

Membership Services Manager



**PETER
KOLLAR**

Head of International Training & Development



**NICOLE
XIANG**

Membership Support & Database Executive



**YURY
CHEN**

Financial Controller



**ANTONIA
VRDOLJAK**

Marketing Executive

CONTACT US

✉ For general enquiries or enquiries about your CLIA Membership please email info-aus@cruising.org

For technical issues related to training in the CLIA Members Hub please email training-aus@cruising.org

☎ +61 (0)2 9964 9600

🌐 www.cruising.org.au

CLIA OCEAN AND RIVER CRUISE LINES

GLOBAL OCEAN CRUISE LINES



AUSTRALASIAN REGIONAL CRUISE LINES



AUSTRALASIAN & EUROPEAN REGIONAL OCEAN CRUISE LINES



AUSTRALASIAN & EUROPEAN MARKETING AFFILIATES



GLOBAL MARKETING AFFILIATES



EUROPEAN REGIONAL CRUISE LINES



EUROPEAN MARKETING AFFILIATES



CRUISE WITH CONFIDENCE

How do you find the cruise that's right for you?

Here are six ways a CLIA-certified travel agent will keep your shipshape.



TALK TO AN EXPERT

Travel agents accredited by Cruise Lines International Association (CLIA) have completed additional education and training to become cruise specialists. Visit cruising.org.au to find your nearest CLIA-accredited agent.



A PERSONAL TOUCH

A specialist travel agent can recommend cruise options that best suit you. Your holiday will be bespoke - personally tailored for you.



SAVE TIME

A specialist travel agent will have a world of information at their fingertips, saving you hours of doing your own research online.



SUSTAINABLE CRUISING

A CLIA-accredited travel agent can help answer your questions about the cruise industry's sustainability initiatives.



PROFESSIONAL ADVICE

CLIA-accredited travel agents can give professional advice on every aspect of your travel, often from first-hand experience.



PEACE OF MIND

Your travel agent can assist if you experience any disruption while you are travelling. They will be able to take charge when you need help.



✉ info-aus@cruising.org

☎ +61 (0)2 9964 9600

🌐 www.cruising.org.au