



2018 YEAR IN REVIEW



CRUISE LINES INTERNATIONAL ASSOCIATION
AUSTRALASIA

PROFESSIONAL DEVELOPMENT

2018 has been one of our busiest years of professional development with many exciting updates and new initiatives being rolled out throughout the year within the Online Learning Academy and Members Hub.

Key highlights include the delivery of:

New Electives

Including "Cruise Dynamics 2018" and "Cruising Northern Europe"

Updated and refreshed content for existing electives

Including "Cruising Southeast Asia", "European River Cruising" and "Cruising the South Pacific"

New Travel Agent Toolkit and official #ChooseCruise portals within the Members Hub

Both being one-stop destinations for travel agents to access, download and use a range of marketing materials (flyers, social media tiles etc)

New CLIA Cruise Line online training courses

Including PONANT Yacht Cruises & Expeditions and Pandaw River Expeditions

New CLIA Executive Partner online training courses

Including Visit Monaco, Singapore Tourism Board, Japan National Tourism Organization and Wendy Wu Tours

Updated and New Resource guides

Including Laundry Reference Guide, Family Facilities—Ocean Cruising, Electrical Plugs onboard Cruise Lines and more

New CLIA podcasts

Delivering news from CLIA teams across the globe

We were also very excited to launch the Cruise Retail Traineeship program in collaboration with TAFE NSW and Apprenticeship Support Australia. The traineeship program is designed to equip new industry entrants with industry relevant, job ready skills, and attract new entrants to the cruise retail sector and cruise line reservations teams.



“THE CLIA’S” – CRUISE INDUSTRY AWARDS

Cruising in the Australasian region continues to evolve due to the tireless efforts of many in the industry and “The CLIA’s” are all about celebrating and applauding the hard work, passion and dedication of the most important players in the cruise industry – our travel agents!

The 17th annual Cruise Industry Awards, also known as “The CLIA’s”, was held on Saturday 24th February 2018 at the Star Event Centre, Sydney, and saw cruise specialists from across Australia and New Zealand come together for a fantastic celebration to recognise their outstanding achievements of the past year.

A total of 19 awards were given out this year, while over 500 guests were treated to a special live performance from world-renowned dance sensation “Burn the Floor”.



If you haven't already done so, mark your diary for next year's big event – returning to The Star Event Centre on Saturday 23 February 2019.

CLIA LIVE TRAINING

2018 saw the introduction of a new training initiative **CLIA LIVE**. Sell-out events were held between April and September in Sydney, Brisbane, Melbourne and Auckland for over 300 CLIA travel agents.

CLIA LIVE is an exclusive member-only event, designed to give travel agents the opportunity to come together and learn more about CLIA cruise lines and their points of difference. Each of the 30 CLIA cruise lines that participated across this year's events specifically focussed on one of their key USP's in an effort to give agents a better understanding of their product positioning and what differentiates them from other cruise brands.



In 2019, CLIA LIVE will also be rolled out in Perth and Adelaide early in the year, before returning to Sydney, Brisbane, Melbourne and Auckland. CLIA will host a 2-day event in each city with different cruise lines presenting each day. CLIA travel agents will again have the option to register their attendance for either or both days for a nominal fee.

CRUISE360 CONFERENCE 2018

Australasia's largest cruise conference, Cruise360 was held in Sydney on Friday 31st August with a record number of attendees. Delegates had the opportunity to extend their Cruise360 experience and attend a ship inspection on board Carnival Spirit as well as our inaugural Cruise Destination Showcase held the day prior.

The Cruise Destination Showcase was a great success with over 100 agents attending a choice of seminars delivered by some of CLIA's Port & Destination Executive Partner members who spoke about the "must knows" for visiting cruise passengers. Destinations included Hong Kong, Abu Dhabi, Monaco, Singapore, Japan, New Zealand, New York, Queensland, Western Australia and the Northern Territory.

The Cruise360 Conference again delivered an informative and educational program for attendees including a dynamic Trade show with 48 exhibitors. Keynotes focussed on sustainability, innovation and creative social media marketing, and the optional breakout sessions gave delegates the opportunity to learn more about reputation management, generation cruise, the growth in small ship cruising and how to build stronger relationships with cruise lines.



Tickets for Cruise360 in 2019 are already on sale – with the event returning to Hyatt Regency Sydney on Friday 30 August. Visit www.cruising.org.au and book by 31 December to secure 2018 prices.

#CHOOSECRUISE 2018

CLIA's annual **#ChooseCruise** campaign (formerly "Plan A Cruise Month") again took place during October and was aimed at increasing consumer awareness and inspiring travellers to learn more about the different types of cruise holidays, along with the growing list of worldwide cruise destinations on offer. The campaign also encouraged travellers to visit their local CLIA travel agent for the best advice and promotional deals and of course, to book a cruise!

#ChooseCruise brought the entire cruise industry together (from Cruise lines, to travel agents, executive partners and the media) to create a buzz around cruising as a great value for money holiday choice.

The promotion included a consumer campaign driving traffic to a dedicated consumer site <https://choosecruise.org.au>, travel trade activities including our biggest ever online Agent Toolkit, which provided CLIA travel agents with a wide range of resources to assist in their promotions and targeted media activities generating record breaking PR exposure in October and November.

Each week of October saw a different style of cruising in the spotlight—including ocean, river, luxury and expedition cruising.



2018 CLIA MASTERS CONFERENCE

A record number of CLIA travel agents boarded the Pacific Aria in Brisbane on 19 October for the 2018 Masters Conference to further their professional development in cruise retail.

57 CLIA Ambassadors made the commitment to work towards receiving the top level of CLIA Accreditation – their Masters certification. The extensive program of six half-day workshops was conducted onboard, focusing on business differentiation within cruise sales and marketing strategies.



CLIA
CRUISE LINES INTERNATIONAL ASSOCIATION
AUSTRALASIA

21ST ANNUAL CONFERENCE | OCTOBER 2018

2018 MASTERS

P&O Pacific Aria - ex BRISBANE

THE ONLY WAY TO PREDICT YOUR FUTURE
IS TO CREATE IT


P&O
CRUISES
LIKE NO PLACE ON EARTH

The banner features the CLIA Australasia logo at the top, followed by the conference details. The main title '2018 MASTERS' is in large, bold letters. Below it, the location 'P&O Pacific Aria - ex BRISBANE' is written in italics. A tagline 'THE ONLY WAY TO PREDICT YOUR FUTURE IS TO CREATE IT' is centered at the bottom. The P&O logo is in the bottom right corner.

It wasn't all hard work however - delegates also spent time outside the conference to experience the facilities and activities on board P&O's Pacific Aria, while enjoying some of the South Pacific's most visited ports of call.

CLIA Member benefits include:

- 24/7 online access to the official Cruise industry Training and Accreditation program
- Access to valuable tools and resources found within the Online Learning Academy and Members Hub
- The opportunity to attend CLIA training events and Australasia's largest cruise conference - Cruise360, at special member rates
- Exclusive use of the CLIA logo (cruise industry mark of excellence) allowing you to identify yourself/your agency as a cruise specialist in all of your marketing material
- Your contact details on CLIA Australasia's website (www.cruising.org.au) under the "Travel Agent Search"
- Your personal EMBARC ID card for industry recognition
- Complimentary membership to Breakaway Travel Club
- Great savings on vouchers from a host of retailers offered through the Where To Enjoy benefits and rewards program
- Member only access to participate in CLIA's global #ChooseCruise campaign

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