



AWARD CRITERIA

24th Annual CLIA Cruise Industry Awards

The CLIA Cruise Industry Awards celebrate the outstanding achievements, contribution and excellence of CLIA travel agents and agencies across Australasia. The awards recognise individuals and businesses who demonstrate exceptional performance, dedication to the cruise industry, innovation and a commitment to delivering outstanding experiences for their clients.

The awards provide an opportunity to recognise the people and agencies who are helping to shape the future of cruise travel and making a meaningful contribution to our industry.

Please note: *Unless otherwise specified, only current CLIA Travel Agent Members and CLIA Travel Agency Members are eligible to be nominated for these awards. The Media Award is open to eligible journalists and media professionals as outlined in the relevant award criteria.*

Finalist Submission & Judging Process

For all award categories, finalists will be selected based on how well the nomination addresses the relevant award criteria and demonstrates outstanding achievements, results and impact.

Submissions for the Cruise Consultant of the Year; Mobile Cruise Consultant/Broker of the Year; Agency/Agent Cruise Promotion of the Year; Network Cruise Promotion of the Year; Cruise Month Promotion of the Year; and Media Award categories that are selected as Finalists will progress directly to an independent panel of judges for final assessment.

Rising Star Finalists and Finalists for the Agency of the Year categories will be required to complete a separate Finalist Submission. These submissions must be received no later than **Friday 8 January 2027**.

All Finalist Submissions will be reviewed by an independent panel of judges to determine the winner. **All information provided as part of the submission process will remain strictly confidential.**

Key Dates

NOMINATIONS OPEN	Monday 12 October 2026
ENTRIES CLOSE	Friday 20 November 2026*
FINALISTS NOTIFIED	Early December 2026
FINALIST SUBMISSIONS DUE	Friday 8 January 2027
FINALISTS ANNOUNCED	Mid-January 2027
CRUISE INDUSTRY AWARDS	Saturday 13 February 2027

**Cruise Line Nominations for the Agency of the Year categories close on Friday 30 October 2026*

Award Categories

CLIA Cruise Agency of the Year Awards

CLIA Cruise Agency of the Year award categories are nominated by CLIA Cruise Lines only and the finalists in each category will be asked to provide a submission for the judges explaining how they have excelled within the context of the award criteria.

Categories include:

- Cruise Agency of the Year (Single location/brand), Australia
- Cruise Agency of the Year (Single location/brand), New Zealand
- Cruise Agency of the Year (Multi-location/brand), Australasia
- Online Cruise Agency of the Year, Australasia

CLIA Travel Agent/Individual Awards

Nominations for the CLIA Travel Agent/Individual Award categories are open to peer or self-nomination. Finalists will be selected based on information provided against the award criteria, together with the nominee's CLIA training and engagement. Rising Star Finalists will then be invited to complete a separate Finalist Submission.

Categories include:

- Cruise Consultant of the Year, Australia
- Cruise Consultant of the Year, New Zealand
- Home-Based (Mobile) Cruise Consultant of the Year, Australia
- Cruise Broker of the Year, New Zealand
- Rising Star, Australia
- Rising Star, New Zealand

CLIA Cruise Promotion Awards

The CLIA Cruise Promotion and Media Award categories are open to self-nomination. Should an entry be selected as a Finalist, the original submission will progress directly to the independent judging panel for final assessment.

Categories include:

- Agency/Agent Cruise Promotion of the Year, Australasia
- Small Network Cruise Promotion of the Year, Australasia
- Large Network Cruise Promotion of the Year, Australasia
- Cruise Month Promotion of the Year, Australasia
- Media Award

Cruise Agency of the Year

(Single Location/Brand)

Australia & New Zealand

This award recognises an outstanding cruise travel agency in both Australia and New Zealand, operating from a single location and/or under a single brand, that has demonstrated excellence across multiple areas, including:

- innovation and creativity in a dynamic cruise market
- a strategic approach to marketing cruise travel and driving customer engagement
- commitment to developing agents' cruise knowledge and expertise through training and educational opportunities, including CLIA training
- strong cruise sales performance and growth
- a demonstrated commitment to the cruise industry and strong relationships with cruise line partners

Cruise Agency of the Year

(Multi-Location/Brand)

Australasia

This award recognises an outstanding cruise travel agency in Australasia, operating across multiple locations and/or brands, that has demonstrated excellence across multiple areas, including:

- innovation and creativity in a dynamic cruise market
- a strategic approach to marketing cruise travel and driving customer engagement
- commitment to developing agents' cruise knowledge and expertise through training and educational opportunities, including CLIA training
- strong cruise sales performance and growth
- a demonstrated commitment to the cruise industry and strong relationships with cruise line partners

Online Cruise Agency of the Year

Australasia

This award recognises an outstanding online cruise travel agency operating in Australia or New Zealand that has demonstrated excellence across multiple areas, including:

- innovation and creativity in the promotion and sale of cruise travel through online channels
- effective use of digital technology and platforms to enhance the customer experience and drive business growth
- a strategic approach to digital marketing, customer acquisition and engagement
- strong cruise sales performance and growth
- commitment to developing its team's cruise knowledge and expertise through training and educational opportunities, including CLIA training
- strong engagement with cruise line partners and the broader cruise industry

Note: For the purpose of this award, an Online Travel Agency (OTA) is one that has a web-based platform or service that allows customers to book cruises through the internet. OTAs provide customers with the ability to search and compare prices, access a wide range of options, secure inventory and transact online 24/7 without the need to directly interact with the travel provider

Cruise Consultant of the Year

Australia & New Zealand

This award recognises an Australian and New Zealand cruise consultant who has demonstrated outstanding success in their field, together with initiative, creativity and determination in a dynamic cruise market. They have a proven track record in sales and have demonstrated a strong commitment to ongoing learning, professional development and industry engagement.

If selected as a finalist, your nomination will proceed directly to the final judging stage.

For the purpose of this award, a cruise consultant is considered an employee of a retail Travel Agency who may work either inside a store location, from home, or in a hybrid role.

Home-Based (Mobile) Cruise Consultant of the Year

Australia

This award recognises a home-based (mobile) cruise consultant who has demonstrated outstanding success in their field, together with initiative, creativity and determination in a dynamic cruise market. They have a proven track record in sales and have demonstrated a strong commitment to ongoing learning, professional development and industry engagement.

If selected as a finalist, your nomination will proceed directly to the final judging stage.

Note: A home-based (mobile) consultant is an independent operator or sole proprietor responsible for marketing to their own database. It does not include an employee of a registered retail Travel Agency who works from home. To be eligible for nomination in this category, the mobile consultant must hold their own individual CLIA membership.

Cruise Broker of the Year

New Zealand

This award recognises a broker who has demonstrated outstanding success in their field, together with initiative, creativity and determination in a dynamic cruise market. They have a proven track record in sales and have demonstrated a strong commitment to ongoing learning, professional development and industry engagement.

If selected as a finalist, your nomination will proceed directly to the final judging stage.

Note: A broker is an independent operator or sole proprietor responsible for marketing to their own database. It does not include an employee of a registered retail Travel Agency who works from home. To be eligible for nomination in this category, the broker must hold their own individual CLIA membership.

Rising Star

Australia & New Zealand

This award recognises a consultant in Australia and New Zealand who has worked in the industry for less than three years and who has shown tremendous achievements in this time.

Nominees for Rising Star must be able to demonstrate a commitment to developing their cruise knowledge and sales skills and be able to outline their achievements and accomplishments that have contributed to their success.

CLIA Certification points and engagement will be considered in determining finalists.

Note that *Rising Star Finalists will be asked to complete a separate finalist submission with additional questions, which will be provided to the judges for final assessment.*

Agency/Agent Cruise Promotion of the Year

Australasia

This award recognises an outstanding consumer-focused cruise promotion undertaken by a single travel agency or an individual travel consultant in Australia or New Zealand over the past 12 months.

The promotion must feature product from one or more CLIA Cruise Line Members and will be assessed on the overall strategy, execution, creativity and effectiveness of the campaign.

Submissions will be assessed by an independent judging panel based on:

- campaign objectives, strategy and understanding of the target audience
- creativity, originality and innovation
- effective execution and customer engagement
- effective promotion of cruise travel and CLIA Cruise Line Member product
- use of relevant marketing and promotional channels
- collaboration with cruise line partners
- measurable campaign results, including return on investment or other indicators of campaign effectiveness
- quality and relevance of supporting campaign material

Small and Large Network Cruise Promotion of the Year

Australasia

This award recognises an outstanding consumer-focused cruise promotion undertaken by a travel agency network or cluster of multiple stores in Australia or New Zealand over the past 12 months. A small network covers up to 5 stores, and a large network is 6 stores or more.

The promotion must feature product from one or more CLIA Cruise Line Members and will be assessed on the overall strategy, execution, creativity and effectiveness of the campaign.

Submissions will be assessed by an independent judging panel based on:

- campaign objectives, strategy and understanding of the target audience
- creativity, originality and innovation
- effective execution and customer engagement
- effective promotion of cruise travel and CLIA Cruise Line Member product
- use of relevant marketing and promotional channels
- collaboration with cruise line partners
- measurable campaign results, including return on investment or other indicators of campaign effectiveness
- quality and relevance of supporting campaign material

Cruise Month Promotion of the Year

Australasia

This award recognises an outstanding consumer-focused promotion delivered by a CLIA travel agency or individual member during the 2026 Cruise Month campaign.

Submissions will be assessed on:

- clear campaign objectives and understanding of the target audience
- creativity, originality and innovation
- effective use of relevant promotional channels
- effectiveness in promoting cruise as a holiday choice and stimulating customer interest and bookings
- effective use and integration of official CLIA Cruise Month branding and campaign assets
- measurable campaign results, including return on investment or other indicators of campaign effectiveness
- quality and relevance of supporting campaign material

Media Award

Australasia

This award recognises the high standards of cruise journalism in print, broadcast or digital media across Australia and New Zealand. Submission of stories, videos, podcasts or broadcasts that showcase cruising will be accepted from freelance and staff journalists from mainstream, online and trade media outlets.

To be eligible for this award category, the article or broadcast must:

- showcase the cruising experience
- highlight the innovations of the cruise industry in areas such as the guest experience, technology, sustainability, or destination stewardship.
- demonstrate creativity and originality
- comprise at least 800 words (in the case of print/written)
- have been published/released during 2026
- focus primarily on CLIA member cruise line(s)

****Only one submission per journalist will be accepted. Advertorial and sponsored content cannot be nominated.***