



Cruise Lines International Association (CLIA) is the world's largest cruise industry association, providing a unified voice for the global cruise community. We bring the entire cruise industry together as one, including ocean and river cruise lines, travel agents, ports, destinations and industry suppliers.

CLIA represents One Industry, One Voice. We know the worldwide cruise community is stronger when we all work together to promote our common interests.

As a CLIA travel agent member, you are part of this important community, and have access to a wide range of exclusive benefits, including training programs, marketing tools and resources, and exclusive events - all of which can assist you in growing your cruise business.

2020 CLIA AUSTRALASIA MEMBERSHIP BENEFITS

- ✓ Industry recognition through our exclusive CLIA Certification program
- ✓ Exclusive 24/7 access to the CLIA Members Hub – where you can access cruise training along with a growing library of valuable tools and resources to assist you with your cruise enquiries and marketing activities
- ✓ Access to the official cruise industry approved CLIA training program. Learn 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 right cruise
- ✓ 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, brochures, promotions, news and online training courses; infographics and other social media assets; fact sheets and much more
- ✓ The opportunity to attend CLIA's leading industry and training events at special member-only rates, including: CLIA LIVE, Cruise360 Conference, Cruise Masters Conference, Cruise Industry Awards and CLIA's International River Cruise Conference
- ✓ Use of CLIA logos to promote your industry involvement, including exclusive logos that promote certification levels for qualified cruise specialists
- ✓ Exclusive opportunity to participate in CLIA's annual Cruise Month campaign, designed to create consumer awareness around cruise, and promote the benefits of booking through a CLIA-certified travel agent member
- ✓ Access to CLIA's Travel Agent Toolkit and Partner Image Library, to support our cruise specialists with their marketing activities
- ✓ Inclusion of CLIA Member contact details on the CLIA Australasia website (www.cruising.org.au) via the consumer "search for a cruise specialist" link
- ✓ Exclusive CLIA member-only ship inspections (Product Plus)
- ✓ Subscription to CLIA's weekly newsletter, keeping you abreast of news, events, specials and industry deals
- ✓ Online access to CLIA's own "Travel & Cruise" magazine as well as the link to view each digital edition of "Cruise Passenger" magazine (which can also be distributed free of charge to your VIP cruise clients)
- ✓ Complimentary membership to Breakaway Travelclub, providing access to special travel industry rates