

WELCOME TO CLIA



CLIA AUSTRALASIA TRAVEL AGENT MEMBER GUIDE

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WELCOME!

Thank you for being a part of CLIA (Cruise Lines International Association). 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.

As a CLIA travel agent, you have access to all the latest global information, training and resources that can help you sell with confidence and ensure your clients have the best possible experience on their next cruise.

CLIA provides you with a vast array of opportunities to develop your cruise knowledge and keep you updated on the latest industry developments, from online learning to live industry events.

Importantly, your CLIA membership supports our critical advocacy efforts, ensuring our members are heard by governments and the wider community as we strive for the future success of the cruise industry.

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.



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



WHAT OUR MEMBERS SAY ABOUT US

"I have been a long-term member of CLIA and found this membership invaluable particularly when selling cruises. The general cruise information and comprehensive training program are beneficial in my day to day employment as an Owner-Manager cruise consultant. Being in their list of top 200 CLIA cruise agents in Australia has also generated new business for the agency."

Dianne Garbin,
Floreat World Travel, WA

"Bicton Travel has been a member of CLIA (formerly ICCA) since we opened in 1998. CLIA has been instrumental to our success, offering training second to none. The new CLIA Members Hub has a wealth of training courses, tools to assist our consultants and useful marketing resources."

Carole Smethurst,
Bicton Travel, WA

"I have been a proud proactive CLIA Member for many years now. The knowledge and information that is on the CLIA platform is truly outstanding and in our ever-changing environment we need information that we can trust. I like being able to complete the courses that suit me in my own time and I am proud once I have completed them. Keeping one step ahead is very important when you are dealing with cruise customers - they love hearing all things new and whenever I need updates, I go straight to CLIA."

Megan Catterall,
itravel, NSW

"As a foundation member of CLIA since 1997, we have never wavered from renewing our CLIA membership. We value the training and the professional development CLIA offers, which keeps us ahead of the pack, and allows us to be true cruise specialists. CLIA membership endorses our credibility as a cruise professional and events such as CLIA LIVE and Cruise360 provide us with valuable networking opportunities and the forum to learn more about developments from our cruise line partners. We value being part of the global cruise community and knowing that we have someone in our corner to advocate on behalf of our industry and deliver support that is vital to our growing business."

Robyn and Murray Sinfeld,
Home Travel Company, TAS

"CLIA is my one-stop-shop for all things cruise related. There is a wealth of information to access, training courses and webinars to help you upskill, and answers to any question your clients may challenge you with. CLIA Membership has been invaluable for me in my different roles in the cruise industry over the last 6 years. I cannot recommend it enough!"

Pauline McLennan,
House of Travel New Zealand

"As a new agent to the Travel and Cruise Industry I have found CLIA membership to be invaluable. The online training modules are perfect to do in your downtime and these have helped increase my cruise knowledge and gain greater confidence to sell cruise holidays. I love the face-to-face networking opportunities that are available at events such as CLIA LIVE and Cruise360. These events are so important to me as a home-based agent, as I would not otherwise have access to meet with cruise line representatives and establish strong relationships."

Hayley van Dinter,
Travel Coordinates, QLD



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**

Ocean, river and specialty cruise lines, representing more than 95% of global cruise capacity

**400****EXECUTIVE
PARTNERS**

Key suppliers and cruise line partners, including ports & destinations and ship development, suppliers and business services

**15,000****TRAVEL
AGENCIES**

Includes the largest agencies, hosts, franchises and consortia

**53,000****TRAVEL AGENT
MEMBERS
WORLDWIDE**

YOUR CLIA MEMBERSHIP BENEFITS SUMMARY

**2021
BONUS**

EXCLUSIVE BONUS COMMISSION & REWARDS

Earn bonus commission and other rewards totalling over \$1500* in combined indicative value on eligible bookings from select CLIA cruise lines



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 & 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.



Connect with Key Industry Representatives

Grow your network with opportunities to meet and network with key industry representatives and peers.



Travel Agent Finder

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



Cruise Industry Reports

Access to global and regional data on passenger numbers, source markets and economic impacts.



News & Publications

Complimentary subscription to CLIA's weekly newsletter as well as Travel & Cruise and Cruise Passenger magazines.



Discounted Travel

Complimentary membership to Breakaway Travelclub for eligible Australian CLIA Travel Agents.



Promote Your Credibility

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



Save on Your Everyday Shopping

Enjoy savings on a selection of gift cards as well as movie tickets, theme park tickets & experiences, touring and much more.



Tax Deduction

Your CLIA Membership is tax-deductible in Australia and New Zealand.

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. Gain insight into CLIA's efforts to support the cruise industry's revival and 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.



Connect with Key Industry Representatives at CLIA events

CLIA events, such as Cruise360 - the cruise industry's official, largest and most dynamic conference, provide you with an opportunity to meet and network with key industry representatives and peers. Our CLIA LIVE Training events are held across Australia and New Zealand and provide you with the opportunity to meet with your regional cruise line representatives and learn more about their product, key selling points and gain valuable sales and marketing tips.



Travel Agent Finder

As a CLIA member your contact details will be listed in CLIA's online Travel Agent Finder via the "[Search for a Cruise Specialist](#)" link on www.cruising.org.au allowing consumers to locate knowledgeable cruise-focussed travel professionals.

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

As a CLIA member you have access to global and regional data on passenger numbers, source markets and economic impact reports via the CLIA Members Hub.



News & Publications

Your complimentary subscription to CLIA Australasia's weekly member newsletter keeps you abreast with all the latest information on the cruise industry, whilst also providing you with professional development and event updates and industry offers. CLIA Members can also enjoy a complimentary subscription to the digital edition of CLIA's own "Travel & Cruise" magazine as well as each edition of "Cruise Passenger" magazine via the Members Hub.



Access Discounted Travel

Breakaway Travelclub is Australia's largest and leading travel industry Travelclub, providing the Australian Travel and Tourism industry with the best travel deals available. You can enjoy savings on a huge variety of travel products and services including airfares, accommodation, car rental, travel insurance and of course – cruises! Eligible Australian CLIA Travel Agent members can enjoy complimentary annual membership to Breakaway Travelclub, valued at AU\$44.00.



Savings on your everyday shopping, travel, dining, entertainment and experiences

Save money every day with thousands of benefits available from leading businesses across Australia and New Zealand. CLIA Travel Agent members can enjoy savings on the purchase of a wide range of everyday gift cards along with discounts on travel, entertainment, dining, experiences and more through the Where To Enjoy® Member Rewards Program. You can access the Where To Enjoy® portal via the Member Benefits Page within the Toolbox in the Members Hub. You will need your 6-digit CLIA ID to create an account.



Tax Deduction

Your CLIA Membership Fees are tax-deductible in Australia and New Zealand. Please speak with your accountant for details.



2021 BONUS BENEFIT - Earn bonus commissions/rewards on your cruise bookings!

In 2021, CLIA Travel Agent members in Australia and New Zealand can enjoy exclusive rewards worth a combined indicative value of over \$1,500.00 from participating CLIA cruise lines. These rewards are available to redeem via the CLIA Travel Agent Rewards Program in the CLIA Members Hub. Rewards are offered as either a bonus commission, gift card or a rebate. Terms and conditions apply for each offer.

PROFESSIONAL DEVELOPMENT & TRAINING

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. 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 online courses cover a multitude of topics including the history of cruising, the value of cruising, ship design and terminology, the onboard and shore-side experience, recommending and closing a sale, specialisation, upselling and cross-selling, key cruise regions, cruising styles and so much more. 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

The CLIA Masters Program is a challenging and worthwhile learning experience that will undoubtedly have a significant influence on your cruise business and career. CLIA's Masters Program has a reputation that has grown as a result of its rich history and production of top cruise agents over the years. The objectives of Masters is to help participants grow their cruise retail business by identifying opportunities that lead to new revenue streams, particularly by way of differentiation.

A new CLIA Masters Program will be introduced in 2021 with details released soon.

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*



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

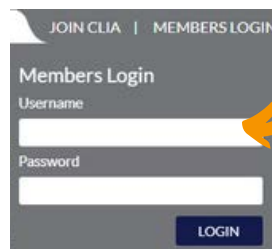


*Based on data from CLIA cruise lines

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 of our website www.cruising.org.au to access your personal online profile



Enter your 6-digit CLIA ID here

YOUR PERSONAL CLIA PROFILE

My CLIA Professional Development

My CLIA Profile

My Digital CLIA Embarc ID Card

My CLIA Renewal

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).

TO REGISTER YOUR ACTIVITY:



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

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](#) to have this actioned.

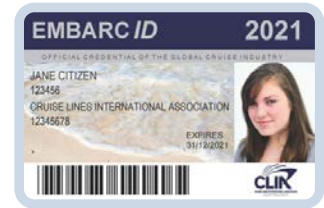
In addition, if you are adding a consultant to your staff listing who already has an existing CLIA ID and profile, they will need to be added by the CLIA Membership team for their CLIA points history to be recognised.

****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.**



My 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 member 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.

My CLIA Renewal

Visit this page to pay your annual CLIA membership renewal fee. Invoices are typically issued at the beginning of November 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](#).



ACCESSING THE CLIA MEMBERS HUB



Logging In: To log into the members Hub, please visit www.cruising.org.au and select the MEMBERS HUB access tile.

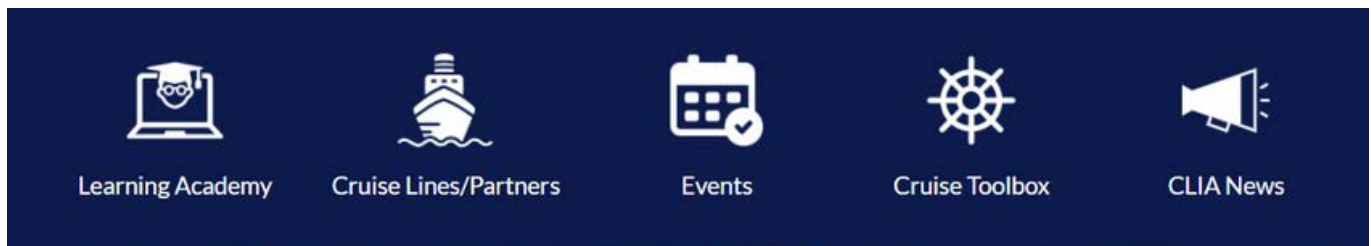
You will need to log in using your personal email address (a generic agency address is not permitted) and password (which is initially set up to match the same password used with your CLIA ID number). Your password can be changed.

Enter your personal email here



If you have forgotten your password, simply select the "Forgot Your Password" link and you will be able to reset this.

KEY FEATURES OF THE CLIA 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.

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



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, ship inspections etc. This information will also populate into the general Events Calendar)
- o **Webinars** (links to register for upcoming sessions as well as webinar recordings)
- o **Brochures** (electronic PDFs or links to view online brochures)
- o **Promotions** (from flyers to social media assets and more)
- o **News** (including Twitter or/and Facebook feeds)
- o **Policies** (including links to view booking and cancellation policies, Covid-19 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.

LIVE EVENTS



Cruise360 Conference

As the largest and only official conference of the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports & destinations, industry suppliers and CLIA preferred partners for a truly panoramic view of the cruise industry.

With interactive panel discussions, keynote speakers, specialist break-out sessions as well as a dynamic trade show, Cruise360 is our biggest professional development event of the year.



Cruise Industry Awards (The CLIAs)

The biggest night on the cruise calendar is the Annual Cruise Industry Awards. The CLIAs are all about recognising and rewarding the outstanding achievements of member agents who have had a big year of cruise and done their part to contribute to the incredible growth of the industry, through their sales & marketing efforts and their commitment to invest in their ongoing professional development.



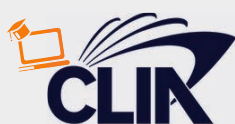
CLIA LIVE is a valuable 2-day training event featuring a series of themed presentations from CLIA cruise lines, who provide important product information and updates, along with tips to market their cruises to the right client. The training is suitable for both new-to-cruise agents as well as those who have been selling cruises for many years.

CLIA LIVE is held in capital cities across Australia as well as Auckland, New Zealand.

Always something new for the experienced agents.



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.

Such events include a global River Cruise Showcase; Luxury Cruise Showcase and Cruise Port & Destination Showcase. 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 promoting your affiliation with CLIA
- CLIA logo
- Infographics
- Cruise line facilities (on board laundry services and electrical plug summary guides)
- Sustainability resources
- Covid-19 resources
- River Cruise toolkit
- CLIA Australasia virtual event presentations



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
- Cruise Magazines – enjoy complimentary access to Cruise Passenger magazine and CLIA's own Travel and Cruise magazine.



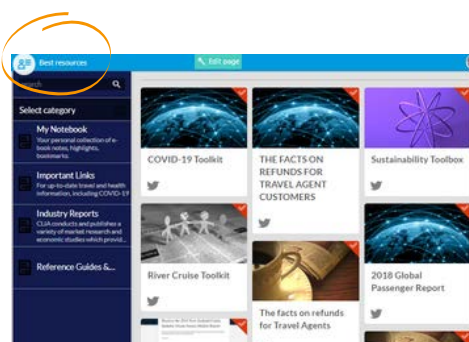
Daily News

Access all the latest social media feeds from CLIA Australasia and CLIA Global. Simply click on the Navigation Panel on the top left corner of your webpage and select the Daily News option to view.

Best Resources

CLIA members have access to valuable resources within the Members Hub including:

- **My Notebook:** your personal collection of e-book notes, highlights and bookmarks, which have been marked during your online course training
- **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



Simply click on the Navigation Panel on the top left corner of your webpage and select the Best Resources option to view.

2021 CLIA TRAVEL AGENT REWARDS PROGRAM



To provide even more value to your 2021 CLIA membership, we have introduced a new and exclusive CLIA Travel Agent Rewards Program, where CLIA Travel Agents in Australia and New Zealand have the opportunity to receive either a bonus commission, rebate or gift card from participating CLIA cruise lines on eligible bookings made in 2021.

Offers are valid for bookings made between from 1 January to 31 December 2021 subject to the cruise line terms and conditions which apply for each offer and can be found on each individual coupon within the CLIA Members Hub.

Each offer is redeemable only once and the consultant must be a financial CLIA member at time of redemption, having fully paid their 2021 CLIA membership fee. For agency members, the offers are only applicable to staff members listed in your Agency profile, and if a staff member leaves your agency, you must notify CLIA immediately to have their access removed.

HOW TO ACCESS & REDEEM YOUR REWARDS

1. Log into the CLIA Members Hub with your personal email address and password.
2. Click the Rewards Program tile from the **HOME PAGE** of the Members Hub or select the **CRUISE TOOLBOX** icon on the top of the page, followed by the **REWARDS PROGRAM** tab to access the Rewards Program home page.
3. Select either **Australia Rewards** or **New Zealand Rewards** to access the relevant rewards offers (you will only be able to access those that are relevant to your membership).
4. To view details of the offer along with the terms and conditions for each reward, Select "**Offer Terms and Conditions**" from the drop-down menu for the relevant cruise line. Be sure to read this information carefully to determine cruise eligibility.
5. After you have reviewed the Offer Terms and Conditions, click the Next button or the "**Redeem Offer**" option from the menu on the left.
6. Enter your personal 6-digit CLIA ID number and password to redeem each offer.
7. Your personal CLIA membership details will be auto populated on the reward coupon. If these details are not correct, please email us to have the information updated.
8. Complete the online redemption form by entering your booking details (Passenger Name; Booking Number; Ship Name and Sailing Date).
9. Select from the drop-down menu whether your booking has been made directly with the cruise line or with a wholesaler (be sure to check if wholesaler bookings are permitted). Provide the name of your wholesaler if your booking has been made through one.
10. Tick the box to confirm you have read and accepted the Cruise Line Terms and Conditions.
11. Select the **SUBMIT** Button and your rewards coupon will appear on screen.
12. Select the "**Download Data**" link at the top of the coupon to save a copy as a PDF. You will then need to send a copy of this coupon to the cruise line to redeem the offer, following the redemption instructions. You will also receive an email from us confirming this redemption with a link to download the coupon.

⚠ NOTE: All coupons, except for Azamara, need to be emailed directly to the cruise line to have the offer applied. Please note that there will not be a coupon generated for Virgin Voyages (Australia offer only). Instead, you will be redirected to complete an online booking form and your details will be sent straight to the cruise line. Full Terms and Conditions of the 2021 CLIA Travel Agent Rewards Program can be found on our [website](#).

2021 CLIA TRAVEL AGENT REWARDS PROGRAM - PARTICIPATING CRUISE LINES



CRUISE MONTH

October is Cruise Month – a global campaign run by CLIA and its members, designed to create consumer awareness around cruise and promote the benefits of booking through a CLIA-certified travel agent member. Dedicated marketing and social media assets are available for CLIA members to access in the Cruise Month toolkit in the Members Hub. CLIA cruise lines typically support this campaign with special offers applied to bookings made by CLIA members.

Getting actively involved in Cruise Month can help to increase your cruise sales, provide greater visibility of your business, and get consumers talking about cruise!



MEET THE CLIA AUSTRALASIA TEAM



**JOEL
KATZ**

Managing Director Australasia & Asia



**JON
MURRIE**

Communication Director



**MARITA
NOSIC**

Director of Membership & Events Australasia



**PETER
KOLLAR**

Head of International Training & Development



**NICOLE
XIANG**

Membership Marketing & Database Manager



**JO
NICHOLS**

Instructional Design & Development Manager



**BELINDA
BOURKE**

Membership Officer



**YURY
CHEN**

Financial Controller - Australasia & Asia



**DIMITY
MCCREDIE**

Director, Advocacy & Government Affairs

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



REGIONAL OCEAN CRUISE LINES



GLOBAL RIVER CRUISE LINES



REGIONAL RIVER CRUISE LINES



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.



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