

# WELCOME TO CLIA

## CLIA AUSTRALASIA TRAVEL AGENT MEMBER GUIDE

# 2022



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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.

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.

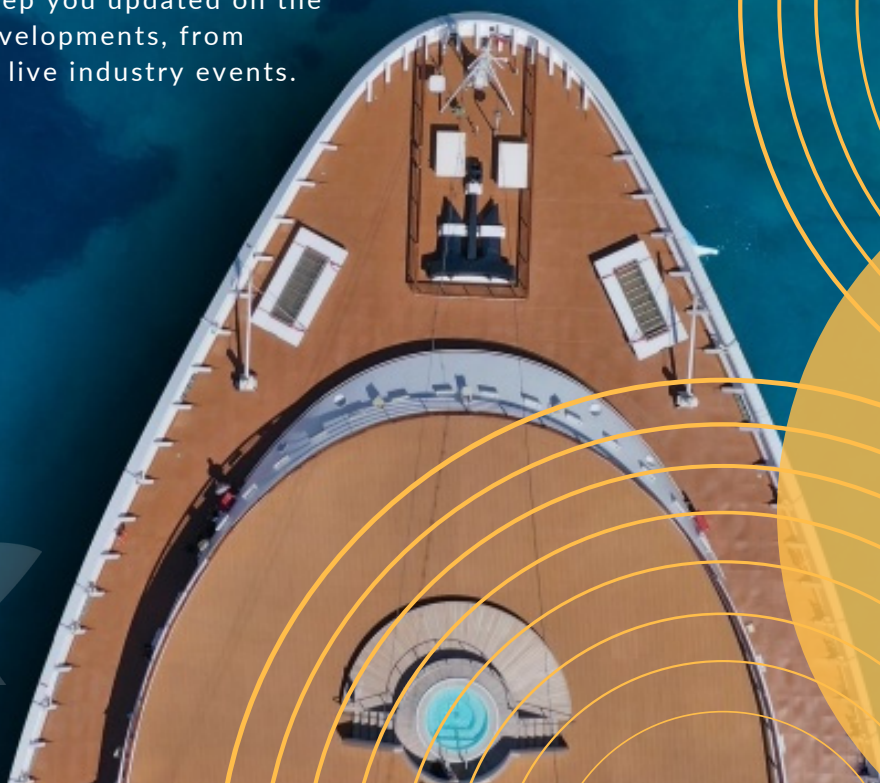
Importantly, your CLIA membership supports our critical advocacy efforts, ensuring our members are heard by governments and the wider community as we strive for the future success of the cruise industry.

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 proud proactive CLIA Member for many years now. The knowledge and information available 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 enjoy the new virtual training events that keep me in-the-know"

*Megan Catterall,*

**itravel, NSW**

"I am proud to be a CLIA member and enjoy the many benefits that CLIA membership provides. The specialised webinars and variety of online training modules have been interesting and educational, and the support from the team is always appreciated. Attaining my CLIA Masters Certification has been a highlight, and I thoroughly enjoyed learning new sales skills that I can put into practice to grow my cruise business."

*Natalie Osborne,*

**Flight Centre Travel Broker, 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."

*Leanne Kuntze,*

**I Love Cruising, NSW**

"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**

"The professional online training courses, engaging live events and topic-focused webinars offered by CLIA are just some of the opportunities I have taken advantage of to gain cruise specialist certification and recognition."

*Carrie Stalbow,*

**Carrie on Cruising, 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**

"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**



# 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.

## 52

### CRUISE LINES

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



## 325+

### 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



## 25000+

### TRAVEL AGENT MEMBERS WORLDWIDE



# YOUR CLIA MEMBERSHIP BENEFITS SUMMARY

## 2022 EXCLUSIVE BONUS COMMISSION & REWARDS



You could earn your membership fee back many times over by redeeming reward offers available to all CLIA Travel Agents on eligible new bookings made in 2022 from participating 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 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.

### Connect with Key Industry Representatives



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

### 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



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

### News and Publications



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

### Promote Your Credibility



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

### Discounted Travel



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

### 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.



## 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

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.



## 2022 BONUS BENEFIT - Earn bonus commissions/rewards on your cruise bookings!

In 2022, CLIA Travel Agent members in Australia and New Zealand can earn bonus commission or rewards worth a combined indicative value of over \$1,500\* from CLIA cruise lines participating in the 2022 CLIA Travel Agent Rewards Program. Rewards are redeemed in the CLIA Members Hub and each consultant listed in your CLIA Membership profile can redeem one reward per cruise line on an eligible new booking made in 2022.

\*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

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 (20 points/course*) <i>^Cruise Champion = 40 points</i>	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.

# 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](http://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](mailto:membership@clia.org.au) 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 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](#).



# ACCESSING THE CLIA MEMBERS HUB



Logging In: To log into the members Hub, please visit [www.cruising.org.au](http://www.cruising.org.au) and select the MEMBERS HUB access tile.

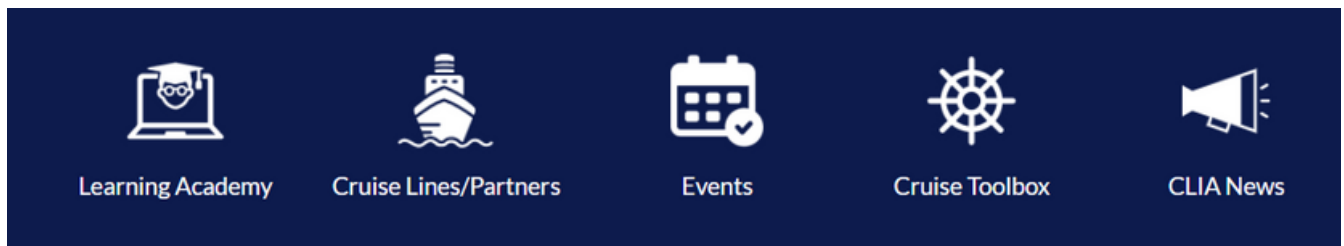
You will need to log in using your personal email address (a generic agency address is not permitted) and password (which is initially set up to match the same password used with your CLIA ID number). Your password can be changed.

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.

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.



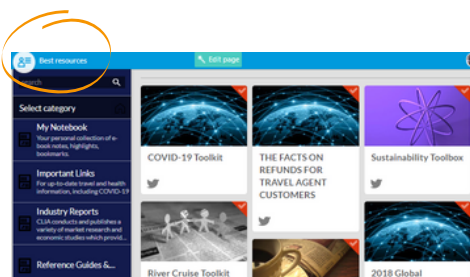
## Daily News

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.

# 2022 CLIA TRAVEL AGENT REWARDS PROGRAM

**2022  
BONUS**

## EXCLUSIVE BONUS COMMISSION & REWARDS


Earn bonus commission and other rewards totalling over \$1500\* in combined indicative value on eligible new bookings made in 2022 from participating CLIA cruise lines.

From 1 January 2022, CLIA Travel Agents across Australia and New Zealand will have access to the 2022 CLIA AUSTRALASIA TRAVEL AGENT REWARDS PROGRAM via the CLIA Members Hub.

The 2022 rewards program provides every CLIA Travel Agent in Australia and New Zealand with the opportunity to earn their membership fee back many times over by redeeming all reward offers on eligible bookings made with participating CLIA cruise lines between 01 January and 31 December 2022. The rewards are paid either as extra commission, a rebate or a gift card, depending on the cruise line. Each offer can be redeemed only once per agent and is non-transferable.

## 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 2022 CLIA Travel Agent Rewards Program can be found on our [website](#).**



# 2022 CLIA TRAVEL AGENT REWARDS PROGRAM - PARTICIPATING CRUISE LINES



## CRUISE MONTH

Cruise Month is 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!

Cruise Month 2022 is expected to run through the month of September.



## 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**

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# CLIA OCEAN AND RIVER CRUISE LINES

## GLOBAL OCEAN CRUISE LINES



## REGIONAL OCEAN CRUISE LINES



## GLOBAL RIVER CRUISE LINES



## REGIONAL RIVER CRUISE LINES

