



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.

CLIA 2020 MEMBERSHIP BENEFITS

- ✓ Industry recognition through our exclusive Accreditation program
- ✓ 24/7 access to CLIA'S Online Learning Academy. 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
- ✓ From the latest travel news to cruise line brochures, from ship inspection registration to cruise line promotions & deals and much more, the CLIA Members Hub allows you to find information, resources and tools all in one convenient location
- ✓ CLIA's comprehensive resource library helps you navigate the cruise industry, attract more clients and increase your sales
- ✓ 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 accreditation 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-accredited 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 the quarterly Cruise Passenger magazine for distribution to your VIP client base
- ✓ Complimentary membership to Breakaway Travelclub, providing access to special travel industry rates