

CLIA Announces Allied Membership Program For Businesses That Support Travel Agents

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Destinations, Ports, Travel Agency Service Providers Offered Extensive Menu of Exclusive Benefits

Cruise Lines International Association (CLIA) has announced a new Allied Membership program designed to offer travel suppliers valuable benefits and connect with CLIA travel agencies and agents. Allied Membership is designed for a broad range of providers of cruise travel-related products and services such as pre- and post-cruise hotel companies, technology and GDS providers, destinations and ports. The announcement was made today during CLIA's cruise3sixty conference in Fort Lauderdale March 7-9.

By providing opportunities for these organizations to connect with the sellers of cruises and other travel, as represented by CLIA's nearly 16,000 travel agencies and travel agent members, the new Allied Membership category reflects CLIA's commitment to provide essential resources to the entire spectrum of businesses, organizations and individuals operating within the cruise industry.

'CLIA's cruise3sixty conferences have created heightened interest from travel suppliers and exhibitors to connect with the productive travel selling membership,' said Terry L. Dale, CLIA's president and CEO. 'Our new Allied Membership complements cruise3sixty and together, represents a great way to bring the sellers of travel, particularly CLIA's 16,000 travel agencies and agents, together with the spectrum of businesses and organizations that make cruise travel possible. For Allied Members it means new marketing opportunities, the ability to reach front-line travel professionals, access to valuable information and research, and of course, it demonstrates their support for the cruise industry and the travel agent distribution system.'

Among the benefits of Allied Membership:

Listing in CLIA's new online Allied Member Center, to be located in the members-only area of the Travel Agent Center on www.cruising.org in summer 2008, featuring each Allied Member's profile, promotional offer, logo, URL link and contact information

Opportunities to network with nearly 16,000 CLIA member agencies and travel agents, reaching them with direct communication of news, sales promotions and more through agent opt-in lists created by the Allied Member

A coupon in the annual Value-Added Coupon Book distributed to all CLIA agency and agent members

Preferred rates and increased recognition for participation in cruise3sixty as a trade show exhibitor or workshop presenter, as well as recognition in the conference directory and handouts, and other cruise3sixty benefits

Allied E-News Flash will be distributed by CLIA to its member agencies, agents and Certified Cruise Counsellors to encourage them to visit the Allied section of www.cruising.org

Receive the Allied Membership kit, with a benefits brochure, framable certificate of membership, the Cruise Manual CD-ROM and a plaque for trade show display

Listings in the CLIA Membership Guide, the annual Cruise Manual on CD-ROM - all of which are distributed annually to CLIA's travel agency and agent members

The right to display the CLIA Allied Member logo on company or organization Web sites, stationery and promotional materials

Access to CLIA information and current market research through www.cruising.org

Easy management of Allied Membership, including submitting and reviewing listings, special offers and creating effective, targeted sales databases at www.cruising.org

Eligibility for CLIA's Allied Membership includes North American and international ports, destinations and convention and visitor bureaus (CVB's) and a broad range of service and product providers, including technology, GDS and other travel agency service providers. Member organizations must be supportive of the cruise industry and the travel agent distribution system. To be considered for CLIA Allied Membership, the applying organization should be primarily engaged in providing information, products or services of interest to travel agencies and travel agents and must not qualify for either CLIA member cruise line or travel agency membership.

CLIA's Allied Membership program year will officially begin June 1, 2008. For further information about CLIA's new Allied Membership and to download the application form, visit www.cruising.org or visit CLIA's booth at cruise3sixty March 7-8 at the Greater Fort Lauderdale/Broward County Convention Center.

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