

CLIA Enhances Travel Agent Resources With New 'Infocentre'

2008-04-28

Cruise Lines International Association (CLIA) has announced another new feature to its online 'Your Business Resource Center' for its member travel agencies and agents.

InfoCentre is a one-source service for agents to order sales and promotional materials from cruise lines and other travel suppliers. By simply accessing InfoCentre through the online, password-protected 'Your Business Resource Center', agents can place orders for a wide variety of cruise lines and other travel suppliers' sales materials. Requested information is shipped by InfoCentre and delivered to the agent in two to five days, nationwide.

This demand-driven distribution model significantly reduces the waste associated with unsolicited sales materials that suppliers send to agencies. As a result, millions of brochures can be saved by simply providing agents with what they need when they need it.

'CLIA is committed to making the industry greener and helping travel agents in every aspect of their business, including finding ways to improve the fundamentals of conducting business in the cruise industry,' said Bob Sharak, CLIA's executive vice president of marketing and distribution. 'This new one-stop resource, InfoCentre, is a great enhancement to 'Your Business Resource Center' because it supports agents' sales efforts in an environmentally-friendly way.'

'Your Business Resource Center', which offers CLIA agents exclusive access to a full spectrum of services at one web page, was launched at the beginning of the year. InfoCentre, the latest service to be added to 'Your Business Resource Center', was created by Todd Travel Promotions which has worked with CLIA on a variety of projects since 1975. InfoCentre may be accessed at www.ordericworld.com and from the Business Resource Centre at www.cruising.org.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32309.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html