

## VIP Registration Now Open For CLIA's 'WORLD's Largest Cruise Night' 2008

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Cruise Lines International Association (CLIA) announced today that VIP Registration is now open to those agencies/agents who participated in 2007, for the fourth annual World's Largest Cruise Night (WLCN). General registration will open on Wednesday August 20th.

'We are pleased to be able to acknowledge the proactive participants from last year's event, with exclusive early access to this year's WLCN registration,' said Bob Sharak, executive vice president of marketing and distribution for CLIA.

The largest one-day travel agency initiative of its kind this year will take place on October 16, serving as the highlight of CLIA's October National Cruise Vacation Month.

In 2007, some 4,000 agents hosted WLCN events and online Virtual WLCN promotions estimated to have generated almost 35,000 bookings, \$43.3 million in sales and nearly \$6 million in commissions. More than 45,000 consumers participated in WLCN 'High-touch Cruise Night' events while 50,000 cruise video downloads occurred via 'High-Tech Virtual WLCN' option. The 2007 results represented a sharp increase in WLCN bookings and sales over the previous year and this year sales are expected to be even higher.

In 2008, agents will once again have an opportunity to conduct a traditional 'Cruise Night' event at venues ranging from agency offices, local hotels and restaurants and even convention and exposition facilities. In addition, an enhanced Virtual WLCN option enables them to customize a Web page featuring their agency information and a selection of several informative videos from participating CLIA member lines to assist agencies in maximizing their participation in this event. A unique URL will then be created that can be distributed to their clients and new prospects, inviting them to participate remotely.

Among the participating cruise lines are: AMA Waterways, American Cruise Lines, Azamara Cruise Lines, Carnival Cruise Line, Celebrity Cruises, Costa Cruises, Crystal Cruises, Cunard Line, Disney Cruise Line, Holland America Line, Hurtigruten, MSC Cruises, Norwegian Cruise Line, Oceania Cruises, Pearl Seas Cruises, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean International, Seabourn Cruise Line, SeaDream Yacht Club and Uniworld Grand River Cruises and Windstar Cruises.

All CLIA member travel agencies across North America are once again invited to promote cruising during this one 24-hour period to celebrate WLCN. The wide-ranging portfolio of one-day events can include luncheons, cocktail parties, dinners, full-scale expos, and many other activities - all of which promote the value and desirability of cruise vacations to current and potential clients.

To register your CLIA travel agency to participate in the Virtual or traditional WLCN activities, agents can visit CLIA's Web site at [www.cruising.org](http://www.cruising.org).

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