SAILING

The 7 C's of Cruise Sales Success

Chart Your Course with CLIA for a Stronger 2027



Enroll. Learn. Certify. Sell. Grow. Repeat.

CLIA Helps You Build the Knowledge, Credentials and Professional Development Foundation to Grow Your Cruise Business Throughout 2027.

Learn More About CLIA Membership

CRUISE LINES INTERNATIONAL ASSOCIATION · CLIA · SAILING SINCE 1975

Learn More About CLIA Professional Development

Your Membership Itinerary

1 CONNECT YOUR COMPANY
If you own a travel agency and use CLIA as your cruise industry booking credential, your first port of call is enrolling or renewing your CLIA Travel Agency Membership (TAM).

- [ ] My agency is a 2027 CLIA Travel Agency Member

2 CONNECT YOUR ADVISORS
When your advisors become stronger cruise sellers, your agency becomes a stronger cruise business. Encourage your advisors to become CLIA Individual Agent Members.

- [ ] I am a 2027 CLIA Individual Agent Member

3 CLAIM YOUR CREDENTIAL
Show the industry that cruise is your profession, not simply one of the products you sell.

- [ ] I have activated and use my CLIA credentials

4 CONSUME THE CURRICULUM
CLIA offers an extensive professional development portfolio that allows advisors to deepen their knowledge of selling cruise.

- [ ] I am actively using CLIA Professional Development

5 CAPITALIZE ON YOUR MEMBERSHIP
A better-trained advisor can have more authoritative conversations with clients, recommend products more confidently and create more opportunities to sell cruise.

- [ ] I am enrolled in or progressing through CLIA Certification

6 CONVERT KNOWLEDGE INTO SALES
Explore the benefits available to you and put them to work in your business throughout the year.

- [ ] I know and use my CLIA member benefits

7 CERTIFY YOUR EXPERTISE
The more confidently you understand cruise products, ships, destinations and the cruise vacation experience, the better equipped you are to match the right client with the right cruise.

- [ ] I am putting my cruise knowledge to work to generate new and repeat business

Your Membership Voyage

OCTOBER 2026
2027 Travel Agency Membership Opens

NOVEMBER 2026
2027 Individual Agent Membership Opens

NOVEMBER – DECEMBER 2026
Learn + Develop + Certify

JANUARY – MARCH 2027
Wave Season

APRIL – DECEMBER 2027
Keep the Voyage Going

Learn More About CLIA Membership

Learn More About CLIA Professional Development