

## **CLIA AND MARKET EASE ONLINE™ TO HOST DECEMBER WEBINARS FOR NEW FREE E-MARKETING TOOLS**

November 18, 2008 -- Several hundred Cruise Lines International Association (CLIA) member agencies, representing several hundred thousand cruise travelers, have already signed up for the new “WhereToCruiseNext” electronic marketing. The first consumer email is set to launch in January and agents and CLIA member cruise lines must sign up in order to participate.

“Clearly the industry wants more ways to help agencies reach their consumers with customized offers to generate sales in today’s marketplace,” said Bob Sharak, executive vice president of marketing and distribution for CLIA. “With such strong response right out of the gate, we wanted to provide some training opportunities to be sure everyone takes full advantage of this free marketing service.”

For an introduction to this new suite of electronic marketing tools, CLIA member agencies are invited to join one of two scheduled webinars: December 3rd at 4pm EST and December 16th at 1pm EST. Those interested should email [CLIA@MarketEaseOnline.com](mailto:CLIA@MarketEaseOnline.com) to schedule the webinar of their choice.

Earlier this month CLIA announced a partnership with MarketEaseOnline™ (MEO) to create this new suite of electronic marketing tools for CLIA member agencies and cruise lines. The partnership features free customized “WhereToCruiseNext” emails delivered to a growing database of cruise consumers. The emails will offer cruise promotions from only CLIA member lines, with the call to action directly back to the recipient’s participating CLIA member agency. MEO also includes email tools for agents to create and send their own cruise email campaigns.

A link to a suite of email tools is available to all 16,000 CLIA member agencies at the Travel Agent Center section of CLIA website, [www.cruising.org/travelagents](http://www.cruising.org/travelagents). To take advantage of this new “WhereToCruiseNext” initiative, agents are requested to check out the CLIA preferred member benefits section of CLIA’s website or simply click on [www.MarketEaseOnline.com/CLIA](http://www.MarketEaseOnline.com/CLIA).

### **About CLIA**

The nonprofit Cruise Lines International Association (CLIA) is North America’s largest cruise industry organization. CLIA represents the interests of 24 member lines and participates in the regulatory and policy development process while supporting measures that foster a safe, secure and healthy cruise ship environment. CLIA is also engaged in travel agent training, research and marketing communications to promote the value and desirability of cruise vacations and counts as members 16,000 travel agencies. For more information on CLIA, the cruise industry, and CLIA-member cruise lines and travel agencies, visit [www.cruising.org](http://www.cruising.org)