



See you at 2.30pm!

CLIA River Cruise Conference 2016

AMS TER DAM



CLIA River Cruise Conference 2016

Amsterdam 20 - 21 November 2016

Lucy Huxley & Andy Harmer

CLIA River Cruise Conference 2016

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CLIA River Cruise Conference 2016

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Cruise Daily

Check in daily for
LATEST CRUISE NEWS & FEATURES
EVENTS & SHIP VISITS
PROMOTIONS
WEBINARS
CRUISE TOP 10s
GUEST OPINIONS
SALES GUIDES
INFORMER MAGAZINE

CRUISE DAILY Monday, 14 November 2016



IS IT TIME FOR A RIVER CRUISE TAKEOVER?

14/11/2016

For two weeks we are going to let our colleagues from the river cruise sector take-over our website and social media platforms (of course we will include ocean cruise news and the usual features too) by way of celebrating our...



ALSO FROM THE WEB

EUROPE'S BEST RIVER CRUISES:
READERS' TIPS

14/11/2016

THERE'S NO PLACE LIKE RHÔNE

Approaching the bridge at Avignon in the twilight made us form an impromptu choir aboard our river cruise, loudly singing "Sur le pont d'Avignon". It is one of the many memories of a boat trip on the Rhône and Saône rivers...

[READ MORE ▶](#)

CRUISE LINES



G ADVENTURES RIVER CRUISING

[VIEW WEBINAR ▶](#)



G ADVENTURES WEBINAR POLAR CRUISING (ARCTIC AND ANTARCTIC - A BEGINNERS GUIDE)

[VIEW WEBINAR ▶](#)



BELMOND AFLOAT IN FRANCE WEBINAR

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SHEARINGS



NORWEGIAN CRUISE LINE HOLDINGS LTD.

OCEANIA CRUISES TAKES MANHATTAN

10/11/2016

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REGENT SEVEN SEAS CRUISES INTRODUCES NEW CULINARY ARTS CLASSES AND GOLF...

CRUISE LINE HOLDINGS
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Learning Academy

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OCEANS OF OPPORTUNITY
DESTINATION MODULES
PRODUCT FOCUSED MODULES
SPECIALIST SALES TRAINING

CLIR Learning Academy

YOU ARE HERE

PUERTO RICO: THE ALL STAR ISLAND

AN INTRODUCTION TO PUERTO RICO

Bringing together the best of the Caribbean with 270 miles of white-sand beaches, balmy temperatures year round and some of the friendliest locals you will ever encounter, it's easy to see why Puerto Rico is known as the island of enchantment. The capital city, San Juan, is located just minutes from the cruise port and is the oldest city on U.S. territory.

Top tips for selling Puerto Rico

Target pre and post-cruise stays. Offer your clients the chance to experience the beautiful islands by arriving early or 1 Puerto Rico

Spot the adventure junkies. Puerto clients is looking for diving, hiking, surf abundance

... and the explorers. Puerto Rico | standard highways and infrastructure Caribbean islands

CLIR Learning Academy

Destination Training

Learn all about the great destination your guests can discover on one of the many cruises available. To unlock your Destination Training, please complete the first 10 modules in the Oceans of Opportunity Section.

Join us on a webinar

Destination Training Modules

<p>Cruising the Western Mediterranean Est. time: 15 min Your progress: 100% See what's available</p>	<p>Cruising the Eastern Mediterranean Est. time: 15 min Your progress: 100% See what's available</p>
<p>Cruising the Eastern Caribbean Est. time: 15 min Your progress: 100% See what's available</p>	<p>Cruising the Western Caribbean Est. time: 15 min Your progress: 0% See what's available</p>
<p>Cruising the Far East Est. time: 15 min Your progress: 0% See what's available</p>	<p>Cruising South America Est. time: 15 min Your progress: 0% See what's available</p>
<p>Cruising the Atlantic Isles Est. time: 15 min Your progress: 0% See what's available</p>	<p>Cruising Alaska Est. time: 15 min Your progress: 0% See what's available</p>

BALTIC CRUISING

[Back to Start >](#)

MAJOR TURNAROUND PORTS AND THEIR AIRPORTS



British clients are fortunate in that the majority of cruises to the Baltic may be joined from a UK port. Dover, Southampton, Harwich, Tilbury, Newcastle, Rosyth and Belfast all see departures for the Baltic Sea during the summer months, starting in early May and continuing until mid September.

Those who prefer not to cross the North Sea may join a ship in Amsterdam, Copenhagen or Hamburg and there are ample flights from regional airports to these cities. Often passengers take a few days sightseeing before joining the cruise and in all three ports the cruise terminal is very close to the city centre.

Schiphol Airport (AMS) is 9km from the centre of Amsterdam and there are trains every 10 – 15 minutes which complete the journey to Central Station in under 20 minutes.

Kastrup Airport (CPH) is 8km from the centre of Copenhagen and 10km from the port. Metro Line M2 and the suburban trains serve the airport with fast transfers to the centre.

Hamburg Airport (HAM) is also 8km from the city and centre or 10km from the

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THIS IS TO CONFIRM THAT

HAS ACHIEVED THE FIRST LEVEL OF TRAINING
 WITHIN THE **OCEANS OF OPPORTUNITY**
 CRUISE LEARNING PROGRAMME
 VALID UNTIL

Andy Harmer
 Director CLIA UK & Ireland



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Cruise Toolbox

Open the CLIA Cruise Toolbox for:
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BROCHURE RACK
MEET THE FLEET
CRUISE FACTSHEETS
CRUISE FINDER
DESTINATION GUIDES
CLIA CRUISE PINBOARD
FREQUENTLY ASKED QUESTIONS


MEET THE FLEET



Meet The Fleet - The only independent and complete listing of all Ocean and River Cruise Ships including key facts and essential information

[Meet the Fleet](#)


DESTINATION GUIDES



Newly added Destination Guides featuring an interactive map of the key cruise ports, incredible photography and a downloadable 2-page PDF overview of each region

[Read more](#)


CLIA PARTNER PROFILES



The ultimate listing of all cruise lines, partner companies, social media links and contact details for your local contacts

[Read more](#)


BROCHURE RACK



All current cruise Brochures published by CLIA members are available on our website to download, share or print - a service unique to CLIA

[Search Brochure Rack now](#)

CRUISE FACTSHEETS



Access to unique Factsheets on key cruising topics. Downloadable or accessible online, these are great reference tools for all cruise sellers

[View our Cruise Factsheets](#)

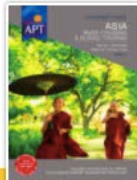
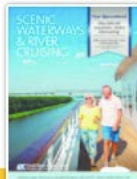
FAQS



Got a question and do not know where else to turn? Then FAQ's may be the answer...

[Find answers](#)

river|



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BELMOND

ARCHIE BELMOND

COMPANY CONTACTS

Address: Belmond, 4 South Bridge Lane, London, W1C 2RF

CONTACT US

Don't forget about our great offers for you and your clients to take advantage of... together some of the world's most exciting business and destinations.

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Celebrity Cruises

ABOUT CELEBRITY CRUISES

COMPANY CONTACTS

Address: 100 Boulevard des Capucines, Paris, France

CONTACT US

Don't forget about our great offers for you and your clients to take advantage of... together some of the world's most exciting business and destinations.

RHINE River Cruising

Key Embarkation Ports & Sights along the way

Source: Swiss Alps | Mouth of the River: Hook of Holland | Flows Into: North Sea | Travels Through: Switzerland, Germany, France, Netherlands

AMSTERDAM
 AMSTERDAM SCHIPHOL, AMS
 Direct services from London airports, Manchester, Birmingham, Glasgow, Edinburgh, Dublin, Cork, Belfast, Liverpool, Bristol, Aberdeen, Newcastle, Doncaster/Sheffield, Exeter, Inverness, Nottingham/East Midlands, Norwich, Cardiff, Southampton
 25 minutes Airport to Pier

ANTWERP INTERNATIONAL AIRPORT, ANR
 Direct flight to London City Airport
 25 minutes Airport to Pier

DUSSELDORF
 DUSSELDORF AIRPORT DUS
 Direct services from London airports, Manchester, Birmingham, Glasgow, Edinburgh, Dublin, Cork, Leeds/Bradford, Newcastle upon Tyne, Cardiff
 15 minutes Airport to Pier

FRANKFURT AIRPORT, FRA
 Direct services from London airports, Manchester, Birmingham, Edinburgh, Dublin, Aberdeen & Bristol
 20 minutes Airport to Pier

STRASBOURG
 Direct services from London airports, Manchester, Birmingham, Dublin and Jersey
 75 minutes Airport to Pier

ZURICH
 Kloten Airport Zurich, ZRH
 Direct services from London airports, Manchester, Birmingham, Dublin and Jersey
 75 minutes Airport to Pier

VIENNA
 VIENNA INTERNATIONAL AIRPORT VIE
 Direct services from London Airports, Manchester, Edinburgh, Glasgow, Belfast, Newcastle upon Tyne, Belfast International and Dublin
 35 minutes Airport to Pier

BUDAPEST
 BUDAPEST FERENC LISZT INT'L AIRPORT BUD
 Direct services from London airports, Manchester, Edinburgh, Leeds/Bradford, East Midlands, Bristol and Dublin
 90 minutes Airport to Pier

MUNICH
 MUNICH AIRPORT MUC
 Direct services from London airports, Manchester, Birmingham, Edinburgh and Glasgow, Cork and Dublin, Cardiff and Southampton
 30 minutes Airport to Pier

NUREMBERG
 Nuremberg is situated on the Rhine-Main-Danube Canal

COLOGNE
 Cologne is a great option, with a connection via Brussels

AMSTERDAM
 For customers not wishing to fly Eurostar is a great option, with a connection via Brussels

DUSSELDORF
 Customers may also wish to use Dusseldorf Airport to join a river cruise departing from Cologne. There is a direct train link, which takes approximately 30 minutes.

FRANKFURT AIRPORT, FRA
 Customers may arrive into Zurich airport for its wide variety of flight options, before transferring to Basel to join their ship

VIENNA
 Guests will likely enjoy an excursion and overnight stay in Vienna before a coach transfer to Basel to join their cruise

BUDAPEST
 Guests will likely enjoy an excursion and overnight stay in Budapest before a coach transfer to join their cruise

VIENNA
 Guests will likely enjoy an excursion and overnight stay in Vienna before a coach transfer to join their cruise

VIENNA
 The attractions of this beautiful Austrian city are so numerous, it may be almost impossible to take in everything in one visit. However, fortunately many cruises will overnight in Vienna

Nuremberg Rally Grounds, Nuremberg
 Formed in 1933, from the merger of Buda and Pest on each side of the Danube river, Hungary's capital features some of the most iconic architecture in the world. The attractions of this beautiful Austrian city are so numerous, it may be almost impossible to take in everything in one visit. However, fortunately many cruises will overnight in Vienna

Historische Wurstküchl, Regensburg
 Regensburg is a beautiful city with a rich history and a vibrant atmosphere. It is a great option for those looking for a unique experience.

Vienna
 The attractions of this beautiful Austrian city are so numerous, it may be almost impossible to take in everything in one visit. However, fortunately many cruises will overnight in Vienna

Budapest
 Budapest is a beautiful city with a rich history and a vibrant atmosphere. It is a great option for those looking for a unique experience.

Nuremberg Rally Grounds, Nuremberg
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Rhine Gorge
 The Rhine Gorge is a beautiful area with many castles and scenic views. It is a great option for those looking for a unique experience.

Kroller-Muller Museum, Arnhem
 Created from the private art collection of Helene Kroller-Muller, one of the first female art collectors and the earliest known proponents of the works of a certain Vincent Van Gogh, the Kroller-Muller Museum is a coach ride away from a Rhine river cruise. Set in the woods of her husband's country park, the grounds including notable works from Rodin and Moore, amongst many others. Inside the museum spans art, including the second largest collection of Van Gogh museum and some of the most famous



New Ship Finder

Quick access to all CLIA member ship information

Ship Finder

Simply click on the Cruise line below to return any relevant results and click on an image to read a full description of the ship.

Ship Finder

Click the logo to see the fleet



Members Hub Cruise Daily **Cruise Toolbox** Learning Academy My CLIA

Ship Finder

Simply click on the Cruise line below to return any relevant results and click on an image to read a full description of the ship.

TAUCK RIVER CRUISING

Ships in Fleet

Tauck has a spacious luxury river fleet of nine ships with the latest ships MS Grace and MS Joy, which were launched in 2016.

[MS Esprit](#)

	Passengers: 118	Built: 2011	Refit:
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[MS Grace](#)

	Passengers: 130	Built: 2016	Refit:
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[MS Inspire](#)

	Passengers: 130	Built: 2014	Refit:
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Members Hub Cruise Daily **Cruise Toolbox** Learning Academy My CLIA

Ship Finder

Simply click on the Cruise line below to return any relevant results and click on an image to read a full description of the ship.

MS Elbe Princesse

Former Names:

CroisiEurope

Cruises

Length	311ft
Built	2016
Refit	
Decks	3
Passengers	80
Crew	15
Onboard Currency	Euro
Languages	French & English

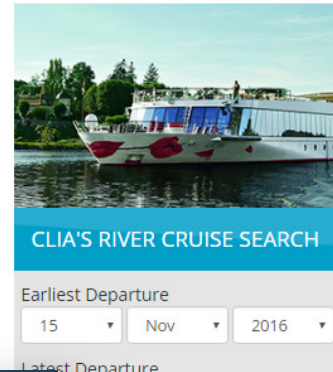
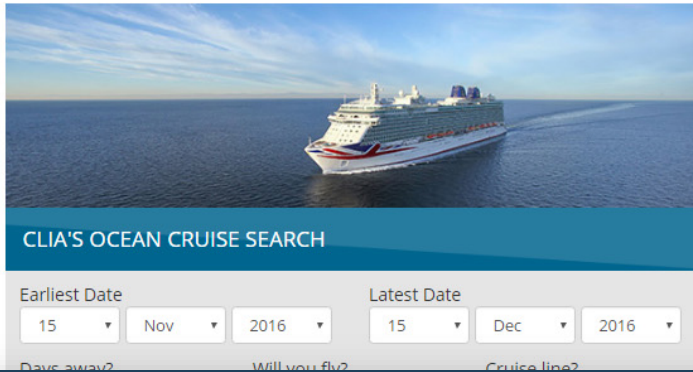
Elbe Princesse is an innovative ship, designed using paddle wheel technology which allows it to navigate year round in the lowest waters of the Elbe. Passengers on the Elbe Princesse tend to be 45+ and Europeans & Americans. At full capacity the crew ratio is one to 5.3 passengers.

CABINS		DINING & ENTERTAINMENT	
Total	40	Dining	Buffet breakfast, lunch and 3 course dinner.
Suite	0	Entertainment	Variety of entertain...
De-luxe Outside	40		
Standard Outside	0		

Cruise Search

CLIA UK & Ireland are delighted to announce that we have added a new Cruise Search facility online, available to our travel agent members. Located within our ever expanding "Cruise Toolbox", the Cruise Search is separated between an Ocean & River Search, and includes details of all our CLIA member cruise lines.

Select your preferred travel dates, cruising region or river (and a few other search fields available) and see all of the cruising options displayed on the next results page. We really feel this is a great tool to have open and to hand when discussing options with your customers.



CLIA UK & Ireland Member Hub Learning Academy Cruise Daily ▾ Cruise Toolbox ▾

Images of a Golden Land Cruise on the Road to Mandalay

travel to Yangon on 18 November 2016

BELMOND

Guide Price Range: From £1516 to £1973 cruise only per person in lowest grade twin cabin.

To enquire about prices and availability: [Enquire](#)

River: Irrawaddy Rating: ★★★★★

Vacation days: 7 Travel to: Yangon

Pre cruise: None Travel back from: Yangon

Cruise nights: 4 nights on board Ports visited: 3

Post cruise: None Theme:

Day	Date	Port	Country	Notes	Highlights
1	18 November 2016	Outward cruise only		Overnight	
2	19 November 2016	Yangon (Rangoon)	Myanmar (Burma)	1. Onward Flight	Pagodas
2	19 November 2016	Bagan	Myanmar (Burma)	2. Embark	Ancient walled city, temples and pagodas, Mount Popa
3	20 November 2016	Bagan	Myanmar (Burma)	1.	Ancient walled city, temples and pagodas, Mount Popa
3	20 November 2016	Irrawaddy River	Myanmar (Burma)	2. Cruising	Isolated culture, ancient Buddhist cities, pagodas
4	21 November 2016	Sagaing	Myanmar (Burma)	1. Afternoon	600 Buddhist pagodas, temples and monasteries
4	21 November 2016	Mandalay	Myanmar (Burma)	2. Overnight	Royal Palace, kuthodaw pagodas, Mahamuni pagoda, Mingun
5	22 November 2016	Mingun	Myanmar (Burma)	1.	Unfinished pagoda
5	22 November 2016	Mandalay	Myanmar (Burma)	2. Overnight	Royal Palace, kuthodaw pagodas, Mahamuni pagoda, Mingun
6	23 November 2016	Mandalay	Myanmar (Burma)	Disembark	Royal Palace, kuthodaw pagodas, Mahamuni pagoda, Mingun

River Cruises Quick Search

There are 21 cruises between 19/11/16 and 21/11/16.

River: Anywhere Cruise Line: Any

Sort Your Results By: [Earliest Date](#)

Departure Date	Line/Ship	Cruise Name	River/Rating	Travel To/Back From	Cruise Nights/Vacation Days	Price Guide (lowest grade cabin twin share)	More
19/11/16	AMA Waterways AmaPura	Golden Treasures of Myanmar	Irrawaddy ★★★★★	Yangon/ Yangon	10/15	From £3145 to £4088 including cruise and stay	More
19/11/16	American Cruise Lines American Eagle	Memphis to New Orleans	Mississippi ★★★★★	Memphis/ New Orleans	7/9	From £3423 to £4450 cruise only	More
19/11/16	American Cruise Lines American Glory	Great Rivers of Florida	Florida ★★★★★	Jacksonville/ Jacksonville	7/8	From £3065 to £3984 cruise only	More
19/11/16	American Cruise Lines Queen of the Mississippi	Lower Mississippi River	Mississippi ★★★★★	New Orleans/ Memphis	7/9	From £3423 to £4450 cruise only	More
20/11/16	AMA Waterways AmaDara	Vietnam, Cambodia & the Riches of the Mekong	Mekong ★★★★★	Siem Reap/ Ho Chi Minh City	7/10	From £1918 to £2493 cruise only	More
20/11/16	AMA Waterways AmaSerena	Romantic Danube Theme: Wine	Danube ★★★★★	Munich/ Budapest	7/8	From £1796 to £2335 cruise only	More

CLIA Cruise Search

- 208 River ships listed
- 4,703 River Cruises listed
- 511 River Cruise Ports covered, spanning 30 key river cruise regions/ rivers



CLIA
CONFERENCE 2017
SOUTHAMPTON



CRUISE

MOMENT



Lucia Rowe

CLIA River Cruise Chair

THE RIVER CRUISE SECTOR

A Journey

- ▶ The last 10 years - River Cruise product EVOLUTION & GROWTH
- ▶ Coming out of the shadows - Establishing River Cruises as a competitive Holiday Product
- ▶ Going all the way - identifying NEW and profitable market segments for further growth

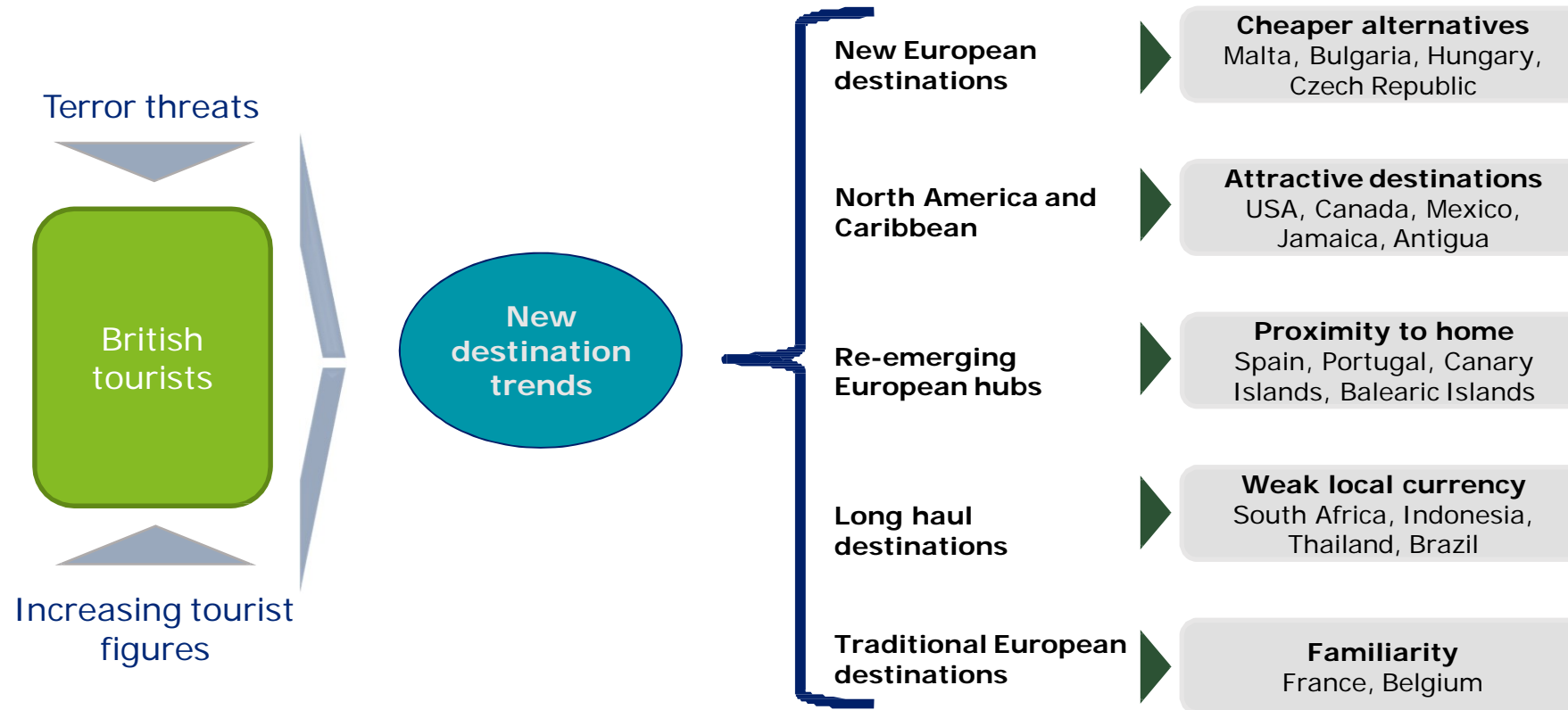
THE RIVER CRUISE SECTOR

Facts & Figures 2015/2016

- ❖ UK River cruise market: 151,000 Passengers = 8,6% growth YoY
- ❖ European Rivers: Danube - biggest increase of passengers - 38% up from last year, Rhone - up by 30%
- ❖ Non-European Rivers: Mekong - up by 76%
- ❖ European Rivers = 87% of the market
- ❖ Most important factor for choosing a river cruise: DESTINATION (67%) and BRAND (41%)
- ❖ Only 27% bookings 3 months before departure compared to 37% the year before
- ❖ Preference for different CRUISE PRODUCTS: Med (37%), Caribbean (35%), RIVER (30%) followed by European, Family, Cruise & Stay etc.
- ❖ 2015 "Top International Destinations" of the Travel Leaders Group - 1. Caribbean, 2. Cancun Mexico, 3. London and 4. RIVER CRUISES
- ❖ Value for money still very important, however the All-inclusive nature dropping and ATMOSPHERE ON BOARD and ONBOARD DINING are increasingly important

What has the industry been doing in Europe this Summer?

Tourists avoiding Tunisia, Turkey and Egypt puts pressure on re-emerging tourists hubs in Spain and Portugal while long haul tourists destinations also gain impetus



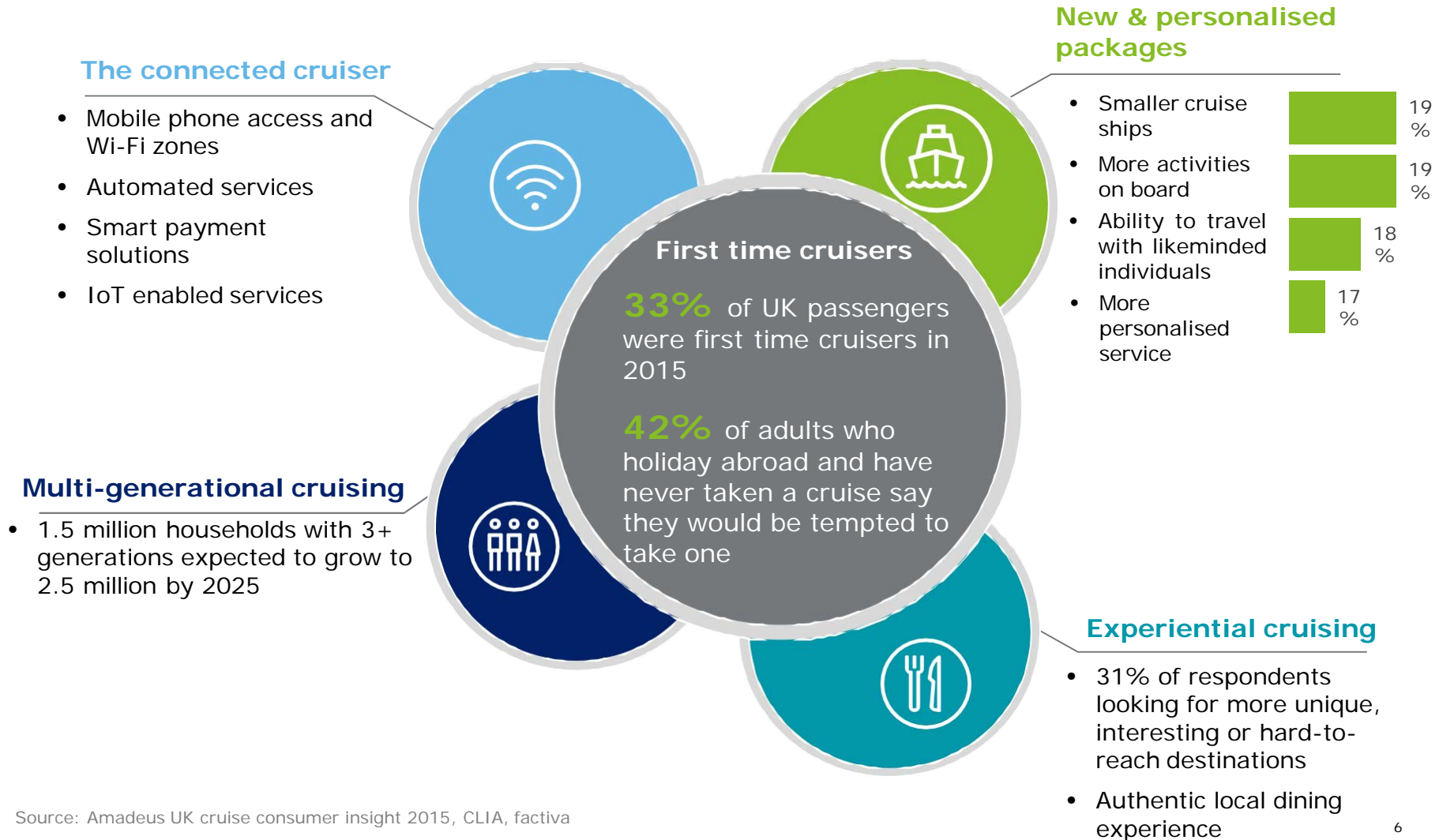
THE RIVER CRUISE SECTOR

An opportunity

- ▶ Macro-Economic environment
 - ❖ Deloitte's consumer confidence index up by 3% in Q3 2016 - largest increase in 18 months; Brexit fears were put aside?
 - ❖ Consumer spending up by 5.5% in the 3 months to August 2016 - investment in experiences (Holidays!) rather than goods
 - ❖ 2016 & the British Tourist: Change in travelling behavior but still travelling more than last year
 - ✓ New European Destinations - Central & Eastern Europe
 - ✓ Long-haul destinations (with weak currencies)
 - ✓ Traditional European destinations

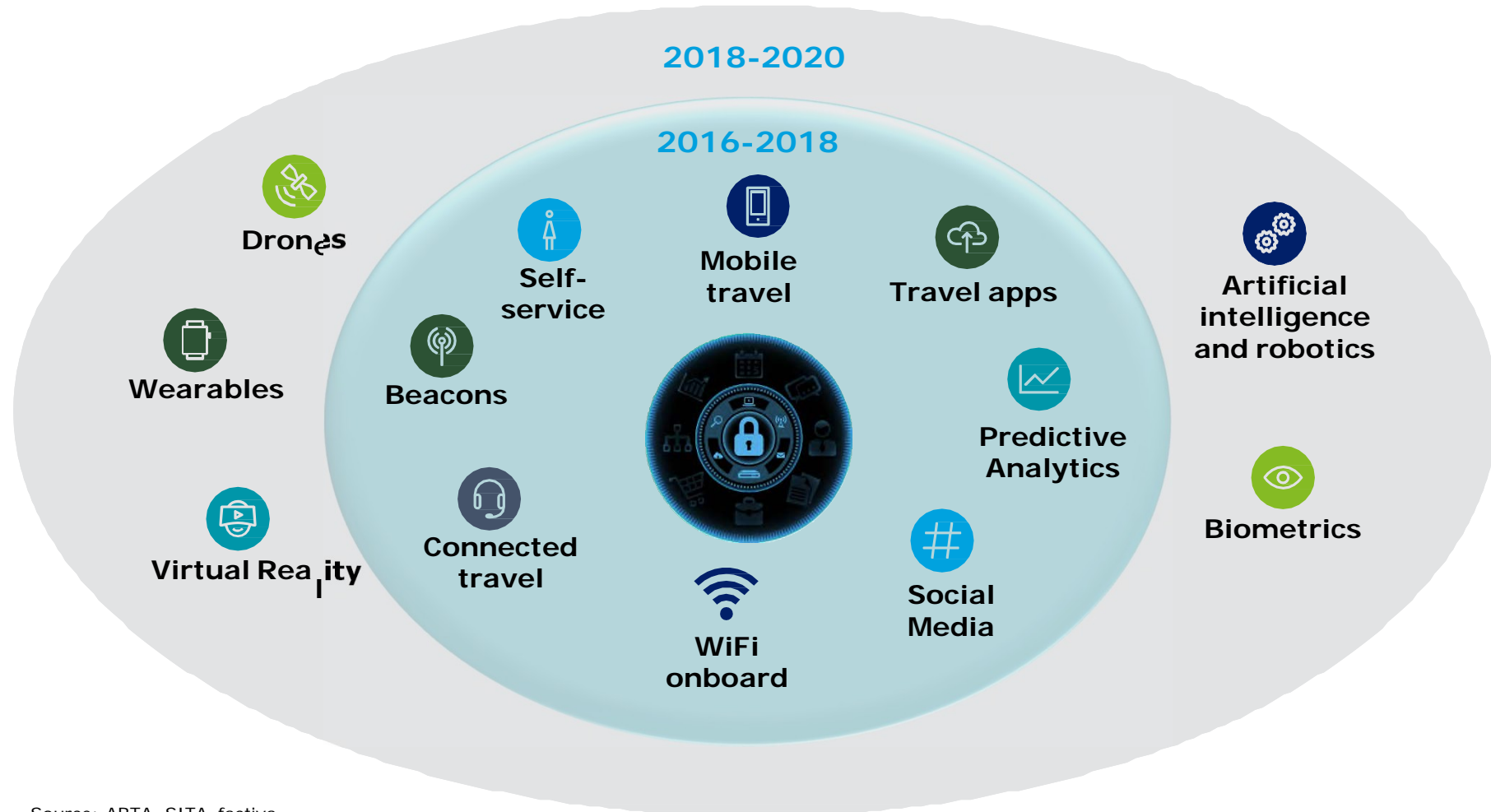
Cruise consumer of tomorrow

The cruise consumer of tomorrow is looking for unique, customised and authentic cruising experiences heightened by digital connectivity



Technology trends

Travel companies need to rapidly adopt new technology, as today's travelers increasingly want to manage their entire trip on one mobile app



THE RIVER CRUISE SECTOR

Key takeaways

- ▶ Substantial growth in recent years
- ▶ Perceptions among current consumers is positive
- ▶ However, consumer behavior is changing
- ▶ The industry needs to highlight there is a river cruise for every type of consumer
- ▶ The cruise consumers of tomorrow don't want to be off-line -
Need to invest in technology now
- ▶ Multi generational will be increasingly important which the industry needs to cater for
- ▶ Consumers also want personalized and local holiday experiences - need to specialize!

THANK YOU!

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.

CLIA River Cruise Conference 2016

AMS TER DAM



CLIA River Cruise Conference 2016

Amsterdam 20 - 21 November 2016



Win a Choosing Cruising river cruise search on your website for a year, featuring over 5,000 river cruises



Big River Cruise QUIZ of the YEAR

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Thank You!



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