

CLIA AND IATA CARD REQUIREMENTS

Due to recent developments in the cruise and travel industry we have been asked to put into effect a plan that defines our agents' ability to receive a Travel Agent cards (CLIA and IATA). There have been several major agencies (YTB, JOYSTAR etc.) that have been deemed card mill agencies for giving out these cards to agents that have not hit specific requirements. Several of the agencies have lost their license to sell Royal, Celebrity, Princess, Disney etc. These cards are for agents who have been in the field selling travel as a profession for some time. It has been called unfair for agencies to give out card to agents who have just entered the field and have not met certain criteria. Below are our AGENCY and industry requirements to receiving such industry cards CLIA OR IATA.

First and foremost: Any agent wishing to receive CLIA or IATA certification through our agency must earn \$5,000 of commissions and those must have traveled in the last 12 months. We require this to protect the integrity of those agents, agencies and suppliers who have vetted and established themselves as travel agents with a booking history for a period of time.

Furthermore,

The applicant must meet **ALL** following conditions:

Be an owner, employee or an independent contractor of an IATAN accredited location.

Be registered with IATAN and or CLIA.

Devote a minimum of 20 hours per week to the business of selling travel.

Earn a minimum of USD 5,000 in salary and/or commissions in the prior 12 months.

Be at least 18 years of age.

Next you must meet all requirements for CLIA:

ACC Requirements (100 Credits Total)

Prerequisites

- Affiliation with a CLIA Member Travel Agency

Mandatory Training - 30 Credits

- Completion of 2 CLIA classroom or online courses & exams (15 credits each) -or-

- Completion of *Cruising – A Guide to the Cruise Industry* textbook and exam (30 credits)

Any Combination of Elective Training - 50 Credits

- Completion of other CLIA training seminars and exams (10 or 15 credits each)
- Completion of CLIA video/DVD training and exams (10 credits each)
- Attendance at CLIA co-sponsored/endorsed cruise conferences (10 credits per event)
- Completion of CLIA Institute Track at cruise3sixty (50 credits)
- Completion of *Cruising – A Guide to the Cruise Industry* textbook & exam (30 credits)
- Attendance at member line product seminars (2 credits each, maximum 10 credits)
- Successful completion of member line approved online seminars (5 credits each, maximum 15 credits)
- Achievement of the Travel Institute's CTC or CTA designation (10 credits)
- Achievement of CITC's CTC or CTM designation (10 credits)

Product Knowledge - CLIA Member Cruise Lines only - 20 Credits

- Must complete all items:
- Personal cruise experience: one cruise of 2-6 days, one cruise of 7+ days, both on different CLIA member cruise lines
- Five shipboard inspections (may be same Member line but must be on different ships)
- 25 cabins sold within your two year enrollment period



MCC Requirements (100 Credits Total)

Prerequisites

- Affiliation with a CLIA Member Travel Agency
- Must have attained Accredited Cruise Counsellor Certification (ACC)

Mandatory Training - 50 Credits

- Successful completion of CLIA Institute Track at cruise3sixty (50 credits) -or-
- Successful completion of three case studies (50 credits) -or-
- Successful completion of CLIA's TrainingFest Fast-Track (50 credits)

Any Combination of Elective Training - 30 Credits

- Completion of other CLIA training seminars and exams (15 credits each)
- Completion of CLIA video/DVD training and exams (10 credits each)
- Attendance at CLIA co-sponsored/endorsed cruise conferences (10 credits per event)
- Completion of *Cruising – A Guide to the Cruise Industry* textbook & exam (30 credits)
- Attendance at member line product seminars (2 credits each, maximum 10 credits)

- Successful completion of member line approved online courses (5 credits each, maximum 15 credits)
- Achievement of the Travel Institute's CTC or CTA designation (10 credits)
- Achievement of CITC's CTC or CTM designation (10 credits)

Product Knowledge - *CLIA Member Cruise Lines only* - 20 Credits

- Personal Cruise experience:
- Two Cruises of 7+ days, on different CLIA Member Lines not utilized for ACC Certification
- Three shipboard inspections not utilized for ACC (may use same Member Line but be on different ships)
- 40 Cabins sold within your two year enrollment period.



ECC Requirements

Prerequisites

- Affiliation with a CLIA Member Travel Agency
- Must have attained Master Cruise Counsellor Certification (MCC)

Training*

- Successful completion of any 10 live or online CLIA seminars and exams (all seminars taken for ACC and MCC are accepted)

*Training requirements apply to "15 credit" live or online seminars only.

Product Knowledge - CLIA Member Cruise Lines only - 20 Credits

- Must complete all items:
- Personal cruise experience: one cruise of 7+ days, on any CLIA member line not utilized for either ACC or MCC Certification
- Five shipboard inspections not utilized either for ACC or MCC Certification (may use same Member Line but must be on different ships)
- 50 cabins sold within your two year enrollment period.



ECC Scholar Requirements (Renewable annually)

Prerequisites

- Affiliation with a CLIA Member Travel Agency
- Must have attained Elite Cruise Counsellor Certification (ECC)

Training (Annual)*

- Successful completion of ALL of CLIA's live and online seminars and exams (15 Credits Each, **new seminars added annually**)

**Training requirements apply to "15 credit" live or online seminars only.*

Product Knowledge - CLIA Member Cruise Lines only - 20 Credits

- Must complete all items:
- Personal cruise experience: one cruise of 7+ days on any CLIA member line not utilized for either ACC, MCC, ECC or prior ECCS Certification
- 30 cabins sold within your annual enrollment period



Luxury Cruise Specialist Designation

Luxury cruises are one of the fastest growing segments of the travel industry! Since luxury cruises have higher price points, you can substantially increase your profits by selling more luxury cruises and earning higher commissions. The best way to do this is by taking advantage of CLIA's program and becoming a Luxury Cruise Specialist (LCS).

As A Luxury Cruise Specialist, You Will:

- Learn more about the luxury traveler
- Gain first-hand experience of the luxury cruise product
- Attain the sales skills needed to meet the needs of the luxury market, the incentive market, and the special interest/niche markets
- Receive industry recognition, CLIA promotion, and referrals

LCS Requirements

Prerequisites

- Successful completion of the CLIA Accredited Cruise Counsellor Certification program (ACC)

Program Parameters

- Course work and ship inspections must be completed within 5 years of enrollment date
- Ship inspections from 3 years prior to the enrollment date can be applied toward completion of the LCS Designation
- Required training seminars completed prior to enrollment can be applied toward the LCS Designation

Mandatory Training

- Completion of the following seminars:
- Selling to Special Interest/Niche Markets (live and online)
- Cruising – The Ultimate Incentive (live or online)
- Understanding the Luxury Market (online only)

Product Knowledge - *CLIA Member Cruise Lines only* - 20 Credits

- Two ship inspection are required:
 1. One ship inspection of any vessel from the following CLIA member lines: Crystal Cruises, Cunard Line, Regent Seven Seas Cruises, Seabourn Cruise Line, SeaDream Yacht Club, Silversea Cruises
 2. One ship inspection of a designated state room category from the following CLIA member lines: AMAWATERWAYS, American Cruise Lines, Azamara Cruises, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, Disney Cruise Line, Holland America Line, MSC Cruises,

Hurtigruten, Norwegian Cruise Line, Oceania Cruises, Pearl Seas Cruises, Princess Cruises, Royal Caribbean International, Uniworld River Cruises, Windstar Cruises (Additional information about designated categories will be provided with enrollment materials.)‡