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OCTOBER IS *PLAN A CRUISE MONTH* IN THE UNITED STATES AND CANADA

Discover a Variety of Cruise Vacations, Get Advice and the Best Deals from Travel Agents and Enter for an Opportunity to Win a Cruise

(WASHINGTON, DC) -- Cruise Lines International Association (CLIA), the unified voice and leading authority of the global cruise community, has announced October is *Plan a Cruise Month*. The multi-faceted campaign will unite the cruise industry to help travelers discover there is a cruise vacation for every travel style and budget as well as offer tools, offers and advice to plan and book a cruise.

“Plan a Cruise Month is an opportunity for travelers to plan and book an incredible cruise vacation and showcases the unlimited choices our industry offers for every type of traveler,” said Cindy D’Aoust, president and CEO, CLIA. “With more cruise vacation options than ever before, CLIA and the cruise community are excited to engage with new and seasoned cruisers to help them explore all that cruise travel offers.”

Plan a Cruise Month, celebrated during October, is designed as a point of cruise discovery and a way to inspire travelers to plan and book cruise vacations. Through *Plan a Cruise Month*, CLIA is providing cruise information, insider travel tips and ways to connect with expert cruise travel agents, as well as a chance to win a cruise of choice through the #CruiseSmile sweepstakes.

***Plan a Cruise Month* Cruise Deals and Promotions**

Travel agents continue to be the most popular and best way to book a cruise and CLIA Travel Agencies and Agents will have access to exclusive cruise deals and promotions to offer clients. During *Plan a Cruise Month*, several cruise lines have announced amazing offers to entice vacation planners to book a cruise. To take advantage of the *Plan a Cruise Month* cruise line deals and promotions as well as the expertise from travel agents, consumers can find a CLIA Certified Cruise Specialist at cruising.org/cruise-vacationer/plan-a-cruise/cli-agent-finder.

#CruiseSmile – A Weekly Chance to Win a Cruise Vacation of Choice

During *Plan a Cruise Month*, the cruise industry is once again launching #CruiseSmile, a simple and exciting digital and social promotion offering the chance to win a cruise vacation each week during the month of October. A wide variety of cruises will be showcased at www.CruiseSmile.org under the themes family-friendly, cultural exploration, fun in the sun and exploring nature. With 31 unique cruise vacations, participants have the chance to win a cruise experience to appeal to individual travel styles and preferences.

For a chance to win, participants must post a photo featuring a great “Cruise Smile” on Twitter, Instagram or the campaign landing page www.CruiseSmile.org, using #CruiseSmile and #sweepstakes from October 1 through 31, 2016. Participants are encouraged to come back each day to enter and discover new, amazing cruise vacations corresponding with the weekly themes. At the end of each theme period, a sweepstakes winner will be chosen and winners may select one of the featured cruises to best fit vacation travel preferences. A total of four cruises will be awarded over the 31-day sweepstakes period. For more information, visit www.CruiseSmile.org.

About Cruise Lines International Association (CLIA) – One Industry, One Voice

Cruise Lines International Association (CLIA) is the world’s largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. The association has 15 offices globally with representation in North and South America, Europe, Asia and Australasia. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 23 million passengers who cruise annually and is dedicated to promote the cruise travel experience. Members are comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and cruise line suppliers and partners, including ports & destinations, ship development, suppliers and business services. The organization’s mission is to be the unified global organization that helps its members succeed by advocating, educating and promoting for the common interests of the cruise community. For more information, visit www.cruising.org or follow Cruise Lines International Association on CLIA Facebook and Twitter pages.