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### **Cruise Industry Celebrates 2017 Plan a Cruise Month Around the World**

*Cruise Lines Industry Association (CLIA) Offers Cruise Insights, Deals and Experts to Plan and Take an Amazing Cruise Vacation*

**(WASHINGTON, DC, September 27, 2017)** – October is Plan a Cruise Month – a worldwide movement to learn more about cruising and how to plan and take a cruise vacation. The campaign, created by Cruise Lines International Association (CLIA), the unified voice and leading authority of the global cruise community, offers insight on the best cruise destinations, special cruise line deals and promotions as well as experts to help navigate the many cruise vacation options available for every travel style and budget.

“Plan a Cruise Month is such an amazing opportunity for anyone who loves to travel to learn more about the variety of today’s cruise vacation options as well as take advantage of deals and promotions as well as guidance from cruise experts,” said Cindy D’Aoust, president and CEO, CLIA. “Today there are cruises to take you around the world from rivers in Asia and Africa to ocean cruises to the Galapagos Islands. A cruise can take you to some of the best global destinations aboard some of the most advanced cruise ships.”

#### **Cruising Destinations Around the World**

This year, Plan a Cruise Month is shining a spotlight on the many worldwide cruise destinations including those in: Europe; the Americas and the Caribbean; Australasia and Asia. Each week in October, through videos, online content and expert advice from travel agents, travelers can learn more about cruise destinations around the world. Whether travelers are looking for tours of historic castles or lounging on the best powder sand beaches, a cruise can take vacation seekers to some of the most visited sights as well as those off the beaten path.

#### **Cruise Deals and Promotions**

During Plan a Cruise Month, cruise lines are offering exclusive deals and promotions. To take advantage of the Plan a Cruise Month exclusive offers as well as the expertise from travel agents, travel planners can find a CLIA Certified Travel Agent at <https://www.cruising.org/cruise-vacationer/cruise-travel-guide/clia-agent-finder>.

### **Cruise Experts at the Helm**

More than 25 million travelers are expected to take a cruise vacation this year. Of those that take a cruise, seven out of ten (70 percent) leverage the expertise of a travel agent to help navigate the variety of cruise options available today. Travel agents are a wealth of information with plenty of real world travel experience. Agents can provide incredible travel advice, as well as tips for making the most of a cruise including the best onboard cafes or cruise ship activities for children. Find a CLIA Certified Travel Agent at <https://www.cruising.org/cruise-vacationer/cruise-travel-guide/cli-agent-finder>.

### **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 24 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](http://www.cruising.org) or follow Cruise Lines International Association on CLIA [Facebook](#) and [Twitter](#) pages.