

CONTACT: Sarah Kennedy
skennedy@cruising.org
202-759-9313

Cruise Lines International Association Shares Top Reasons to Take a Cruise Over a Land-Based Vacation

(WASHINGTON, DC)— October is Plan a Cruise Month and Cruise Lines International Association (CLIA) is celebrating all cruise travel has to offer by highlighting the benefits of cruising over land travel. From ease of travel to the best return on experience, cruise travel has a leg up on land-based travel any time of year. According to Cruise Lines International Association's (CLIA) 2016 State of the Cruise Industry report, cruise travel is outpacing land-based general leisure travel by **22 percent** in the United States.

"Cruise travelers know that cruising offers a chance to completely customize your vacation and create the trip of your dreams," said Cindy D'Aoust, president and CEO, CLIA. "The benefits of cruise travel over land-based travel are exponential and the cruise industry is excited to share them with travelers in honor of Plan a Cruise Month."

Five benefits of cruise-based travel versus land-based travel:

- **Convenient Cruising:** The cruise industry is constantly expanding availability of ports, both domestically and internationally, meaning travelers have never had so much access to a cruise ship with many of them are within driving distance of major cities. Cruising internationally also offers travelers a less intimidating chance to sample different destinations while negating anxieties about dealing with foreign airports, hotels and transportation. Cruising gives travelers the chance to see, do and experience great things from all over the world, packing as little or as much into their trip as they'd like, but their suitcase only needs to be unpacked once.
- **A Cruise for Every Traveler:** A cruise vacation affords travelers a chance to create a trip that is completely customized to their tastes and preferences. Whether a traveler hopes to indulge in a luxe massage every morning or check out a spin class, a cruise can be tailored to every kind of traveler. From yoga classes for kids to craft beer tastings for adults, travelers of all ages don't need to worry about being bored onboard.
- **Diverse Destinations:** Both ocean and river cruising allow travelers to see exotic and unique destinations. Ocean cruisers can look forward to distant voyages around the globe and river cruises offer a chance to sail more intimate spaces. Whether traveling by ocean or river, cruises offer the chance to visit far ends of the Earth all in one single trip.
- **Experts at the Ready:** A certified cruise travel agent help travelers partake in a nearly hands-free vacation planning experience while also lending an ear for questions once onboard. Agents can help travelers maximize their dollars, tailor activities to each guest's preference, and help scout out the best excursions, among other things.
- **Best Return of Experience:** Cruising offers travelers a window to the world within their vacation budget. Instead of having to worry about travel, hotel, transportation, meals and entertainment costs, many cruisers pay one flat fee and travelers are able to enjoy paradise.

- more -

For more information about cruise travel or how you could enter to win a cruise of choice from October 1-31, 2016, please 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.