



CONTACT: Sarah Kennedy

202-759-9313

skennedy@cruising.org

FALL IN LOVE WITH CRUISING: OCTOBER IS NATIONAL PLAN A CRUISE MONTH

Discover a Variety of Cruise Vacations, Take Advantage of the Best Cruise Deals and Enter for an Opportunity to Win a Cruise Each Day

(WASHINGTON, DC, September 23, 2015) -- Cruise Lines International Association (CLIA), the unified voice and leading authority of the global cruise community, has announced October is *National Plan a Cruise Month*. Through the multi-dimensional campaign, the cruise industry has come together to help everyone fall in love with cruising by featuring unprecedented cruise vacation offers – from chances to win dream cruise vacations each day of the month and discovering new cruises and destinations to receiving the best cruise deals and promotions.

“National Plan a Cruise Month puts cruise vacations in the spotlight helping travelers discover all the incredible experiences that a cruise vacation offers,” said Cindy D’Aoust, Acting CEO, CLIA. “Today there are more cruise vacation options than ever before ranging from ocean and river cruising to yachting and paddlewheeler cruises.”

Fall In Love With Cruising

With more cruise options and destinations available to travelers, there are so many reasons to fall in love with cruising. Cruising has opened up the world and made travel easy for vacationers - from exploring Asia and Europe to relaxing in the South Pacific or Caribbean. In addition to discovering new destinations, cruising also offers unique onboard experiences. In fact, when it comes to dining, cruise lines have continued to raise the bar adding specialty restaurants that feature international dishes, celebrity chefs and truly innovative menus. Onboard activities also please a variety of styles and range from cooking classes with professional culinary staff and an onboard planetarium to view the stars at sea to chocolate spa treatments and a 4-D theatre complete with motion ride experiences.

“Once a traveler takes a cruise, they fall in love with the cruise vacation experience and become repeat cruise travelers,” said D’Aoust. “We want to spread the love of cruising during National Plan a Cruise Month through incredible offers and deals as well as fantastic chances to win cruise vacations.”

Fall in Love with Cruise Deals and Promotions

Travel agents continue to be the most popular and best way to book a cruise as well as take advantage of cruise deals and promotions. During National Plan a Cruise Month, several cruise lines have announced amazing offers to entice vacation planners to book a cruise. Promotions include offers as high as \$1,500 off per couple on a popular river cruise to free upgrades, onboard spending money and even signature beverage

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packages valued at \$1,400. To take advantage of the National 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/clia-agent-finder.

#CruiseSmile – A Chance to Win One of 31 Cruise Vacations

To further celebrate National Plan a Cruise Month, the cruise industry is launching #CruiseSmile, a simple and exciting chance to win one of 31 cruise vacations from 23 different cruise lines awarded each day from October 1 through October 31, 2015. Anyone can enter each day during the sweepstakes by simply submitting a photo featuring a 'cruise smile' at CruiseSmile.org, or posting their 'cruise smile' on Twitter or Instagram using #CruiseSmile and #Sweepstakes. Participants will have the opportunity to share their posts for more chances to win.

The #CruiseSmile sweepstakes calendar is filled with incredible cruise vacations including a seven-night luxury voyage to Tahiti and the Society Islands in the South Pacific, an eight-day European river cruise on the Seine River from Paris, a magical family-friendly three-night Bahamian voyage at sea and even a 14-day Far-East Discovery cruise visiting exotic ports throughout Southeast Asia. For more information, visit www.CruiseSmile.org.

Contest entries do not roll over and entrants must upload a new photo each day to be eligible for each day's prize. The sweepstakes is open to entrants 13 years of age or older. If a minor is selected, a guardian age 21 or over must accept the prize on their behalf. Winners will be selected at random each day in October and some blackout dates apply and are determined by cruise lines.

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

Celebrating its 40th Anniversary in 2015, Cruise Lines International Association (CLIA) is the unified voice and leading authority of the global cruise community. As the largest cruise industry trade association with 15 offices globally, CLIA has representation in North and South America, Europe, Asia and Australasia. CLIA's mission is to support policies and practices that foster a safe, secure and healthy cruise ship environment for the more than 23 million passengers who cruise annually, as well as to promote the value, desirability and affordability of the cruise vacation 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, committed to the sustained success of the cruise industry. For more information on CLIA, the cruise industry, and CLIA-member cruise lines and travel agencies, visit www.cruising.org or www.cruiseforward.org or follow Cruise Lines International Association's on the CLIA [Facebook](#) and [Twitter](#) fan pages.