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FOR IMMEDIATE RELEASE

CLIA NAMES 25 MEMBERS OF FIRST TRAVEL AGENT ADVISORY BOARD

NEW YORK (October 13, 2004) –The Cruise Lines International Association (CLIA) today named 25 CLIA-member travel agency professionals to CLIA’s first-ever Travel Agent Advisory Board (TAAB). Terry L. Dale, CLIA’s president and CEO, announced the TAAB members during a “Direct o Dale” electronic town meeting.

“CLIA’s new TAAB will provide a new, direct avenue of communication between CLIA’s leadership and top travel professionals from our diverse and talented agency ranks,” said Dale. “The advice, consul and opinions of this vital new group will help CLIA learn more about the types of programs and services member agencies want from our organization, and thereby further enhance the educational training, marketing support and travel industry representation we provide.”

CLIA’s TAAB will solicit advice from member cruise owners, managers and frontline sellers, providing agency personnel with more input into CLIA’s day-to-day operations. TAAB members will serve a two-year term and communicate with CLIA via scheduled conference calls or meetings at industry events to eliminate additional time and travel expenses.

CLIA TRAVEL AGENT ADVISORY BOARD MEMBERS

- Sylvia Berman, Post Haste Travel Service, Hollywood, Fla.
- Ian Biddlecombe, Times Square Travel, British Columbia, Canada
- Scott Cadow, The Cruise Place, Solana Beach, Calif.
- Mark Comfort, Cruise Holidays of Kansas City, Kansas City, MO
- Evan Eggers, 02Cruise.com, Londonderry, N.H.
- Sara Ercolani, Travelocity, Plains, Pa.
- Michelle Fee, Cruise Planners, Coral Springs, Fla.
- Sharon Hathaway, AAA of Southern California, Costa Mesa, Calif.
- Michelle Judd, Expedia.com, Las Vegas, Nevada
- Lauraday Kelly, Vacation.com, Homestead, Pa.
- Sherry Kennedy, Vacation Shoppe, Inc., Satellite Beach, Fla.
- Alan Krensky, Coplitts Travel, Dedham, Mass.
- Joan McCarty, Specialty Travel, Inc., St. Petersburg, Fla.
- Mary Ogaki, Thomas Cook Travel, Mississauga (Ont.), Canada
- Rusty Pickett, Shellback Cruises, Charleston, S.C.
- Gary Pollard, Ambassador Tours, San Francisco, Calif.
- Susan Reder, Altour/Classic Cruises & Travel, Woodland Hills, Calif.
- Linda Richardson, NLG Vacations, Woburn, Mass.
- Penny Rudicil, The Travel Planner, Gallatin, Tenn.
- Jay Shapiro, Five Star Travel, Fort Lauderdale, Fla.
- Rich Skinner, Cruise Holidays of Woodinville, Seattle, Wash.
- Richard Smith, Cruises of Distinction, Bloomfield Hills, Mich.
- Gloria Stock-Mickelson, Carlson Wagonlit, Minneapolis, Minn.
- Bill Walsh, Cruise Travel Outlet, Andover, Mass.
- Lee Welling, Liberty Travel, Valhalla, N.Y.

CLIA TRAVEL AGENT ADVISORY BOARD FAST FACTS

- Seven TAAB agencies (28%) are based on the U.S. East Coast, three (12%) in the Midwest, six (24%) in the western U.S. and seven (28%) in the Southern U.S. (including Florida).



- Thirty-two percent of TAAB agencies are home-based; 44% are storefront locations and 24% are online retailers.
- TAAB members average 8.8 years of CLIA experience, ranging from three years to 30 years of membership.
- TAAB members report annual cruise sales ranging from \$70,000 to over \$50 million.
- There are 13 female TAAB members and 12 male members.
- Thirteen TAAB members work for an agency based in close proximity of a CLIA North American homeport.

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Cruise Lines International Association (CLIA) is a nonprofit marketing and training organization comprising 19 leading cruise lines in 2004, which together accommodate 95 percent of the North American cruise passengers. Approximately 16,000 travel agencies focused and engaged in the sales of cruise vacations in the U.S. and Canada are members of the association. The association conducts cruise industry-related research and communication initiatives to educate and promote the attributes of cruise vacations and CLIA member travel agencies to the traveling public. CLIA is a recognized travel industry leader in sales education. CLIA provides an extensive array of educational programs for travel agents including curriculum leading to certification as Accredited Cruise Counselors, Master Cruise Counselors and Elite Cruise Counselors – considered the consumers' best resource for planning a cruise vacation. For more information on CLIA, its member cruise lines and travel agencies, visit its website at www.cruising.org.