

WASHINGTON, Jan. 17, 2014 /PRNewswire-USNewswire/ -- Cruise Lines International Association (CLIA), alongside many leaders from the travel and event industry, today announced its support for and active participation in the "

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" campaign. This campaign will create an information and advocacy platform to showcase the positive impacts of the meeting and event industry on businesses, destinations, local economies and the development of human capital. CLIA is a member of the campaign's coalition along with other businesses, professional associations and destination marketing organizations.

CLIA President and CEO, Christine Duffy, attended the kickoff event at the Professional Convention Management Association (PCMA) Convening Leaders Annual Meeting in Boston

earlier this week and issued the following statement:

"Given my experience in the industry, I can attest firsthand to the tremendous economic value meetings provide to a wide range of stakeholders. CLIA is proud to support 'Meetings Means Business.' Because cruise lines offer state-of-the-art technology and modernized conference rooms, as well as one-of-a-kind activities, amenities and entertainment, we are seeing an increase in the amount of businesses booking a range of meetings and business-related events on CLIA member ships.

"'Meetings Mean Business' highlights the travel industry's pivotal role in creating jobs, generating positive economic impact, and driving business success by showcasing the incredible value derived from meetings, conferences, conventions, incentive trade shows and exhibitions. CLIA will take an active role in working with the other coalition members to unite behind a singular voice and ensure that all customers, stakeholders and policymakers are aware of the importance of this industry.

CLIA Promotes Value of Meetings Through Participation In "Meetings Mean Business" Campaign

Written by Australian Business

"Leaders from CLIA member lines are already actively promoting the appeal and significance of the meetings business on cruise ships. Yesterday, executives from CLIA member lines Royal Caribbean International, Regent Seven Seas Cruises and Oceania Cruises, Silversea Cruises and SeaDream Yacht Club participated in the Meetings Competitive Advantage Forum in Boston. Senior executives from major American corporations engaged in conversations with cruise industry representatives to discuss the value of face-to-face meetings and the numerous benefits of holding meetings and incentive trips on board cruise ships."

For continued updates on "Meetings Mean Business," please visit <http://www.meetingsmeanbusiness.com>.

About CLIA Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association with representation in North and South America, Europe, Asia and Australasia. CLIA represents the interests of cruise lines and travel agents before regulatory and legislative policy makers. CLIA is also engaged in travel agent training, research and marketing communications to promote the value and desirability of cruise holiday vacations with thousands of travel agency and travel agent members. CLIA's Associate Member and Executive Partner program includes the industry's leading providers of supplies and services that help cruise lines provide a safe, environmentally-friendly and enjoyable holiday vacation experience for millions of passengers every year. For more information on CLIA, the cruise industry, and CLIA-member cruise lines and travel agencies, visit www.cruising.org

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