

MEMBERSHIP BENEFITS

- Networking, meetings and events – in person and virtual
- Networking opportunities with fellow members at meetings and events
 - Three member meetings per year offering industry presentations, ship and port visits, and networking opportunities
 - Continued development of event opportunities for cross-industry networking with cruise lines and relevant contacts
 - Industry engagement programme

ALL EVENTS AND ENGAGEMENT ARE VIRTUAL AT PRESENT

Exhibitions and conferences – in person and virtual

- Management of Cruise Britain pavilion at bi-annual leading industry exhibitions
- Dedicated Cruise Britain area promoting all members at leading industry exhibitions
- Support for members exhibiting individually
- Promotion of presence and speaking opportunities for Cruise Britain and/or members at industry events

Communication with industry and members

- E-newsletters to named cruise line execs highlighting developments, raising awareness and profile
- E-newsletters to members raising opportunities, issues and awareness
- Introductions to cruise line contacts

Website

- Continuing development of Cruise Britain website promoting Britain and all members to the industry
- Full page including links and relevant video on the Cruise Britain website

Sales Missions

- Cruise line Sales Mission programme within UK and overseas (in person or virtual) promoting all members

MEMBERSHIP BENEFITS

Lobbying, support and information sharing

- Lobbying on strategic cruise and tourism issues including national cruise tourism profile, cruise clearance and foreign language guides
- Creation and development of beneficial links with other associations including UK Chamber of Shipping, CLIA, ESPO, VisitBritain, VisitEngland and other global port associations including all European organisations
- Advice, support and comment for members as required
- Access to industry statistics and research
- Acting as a spokesperson for the interests of Cruise Britain members
- Acting as an information portal for the industry on behalf of members

PR & social media

- Active PR campaign, including social media, offering news, comment and working with member news
- Promotion of member news on website and through social media

Supporting collateral

- Use of CruiseBritain video and marketing collateral promoting Britain as a whole
- Use of Cruise Britain logo
- Operating Standards guidelines to assist with best practice

ANNUAL MEMBERSHIP FEES 2021

Ports & bona fide port groups (fee bands based on calls in 2019)

Sub 10 calls £1230

10 - 49 calls £1650

50 - 149 calls £2110

150 - 249 calls £2580

250+ calls £2810

Service providers £1650

Joining fee: £300