



## Speaker CV



**Andy Harmer**

**Director**

**CLIA UK & Ireland**

Andy Harmer is the senior vice president, membership and director of CLIA UK & Ireland.

With a strong passion for travel, Andy's career path was almost inevitable. After a period of travelling overseas in the 90s, Andy joined a travel agency in London where he subsequently became

head of sales. His keen interest in pursuing a career in the travel industry then lead him to the Kenya Tourist board as sales and marketing manager.

Andy then joined PSARA (later the Association of Cruise Experts - ACE), a travel trade cruise training organisation which later integrated with the Passenger Shipping Association to form CLIA. During his time at ACE, Andy established award-winning training programmes for the cruise industry. Utilising his skills in training and marketing, he played a huge part in growing ACE's membership as the industry witnessed record numbers year-on-year of cruises being taken by British holidaymakers.

Andy was promoted to director of CLIA UK & Ireland in 2011. In this role, he is responsible for working with CLIA leaders around the globe to oversee all travel agent and professional development programmes. He oversees the creation and implementation of the UK & Ireland travel agent programme, which features online and offline training resources and material, seminars and large-scale conferences.

Other responsibilities include the expansion of the programme into Europe with specific agent engagement strategies, such as the consumer-facing PR campaign #ChooseCruise.

Among Andy's many achievements as director are CLIA UK & Ireland becoming the first organisation to be recognised for the excellent standard of its travel agent cruise training by the UK's leading awards company in vocational education, City & Guilds, and the implementation of the travel agent programme within France, Spain, Belgium and the Netherlands.