

## **FOR IMMEDIATE RELEASE**

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## **CRUISEONE STIRS EXCITEMENT AT THIS YEAR'S CLIA TRADESHOW!**

**Ft. Lauderdale, Florida - April 2, 2007**, CruiseOne, the leading cruise agency franchisor, recently participated in the third annual cruise3sixty conference. The company, founded in 1992, currently has close to 500 franchisees throughout North America and is the recognized leader in the development of unique technology and marketing programs on behalf of its franchise members.

According to Gene Brezenoff, Director of Franchise Development, CruiseOne now offers reduced cost conversion franchises to experienced cruise agents. “We have not been active in the conversion franchise segment over the years but recognize that this is a fast growing market. We are focused on quality, not quantity and therefore have established some very specific eligibility guidelines for prospective agents who wish to join CruiseOne. Depending on verified sales volume and experience, conversion franchises will be offered at a significantly reduced cost and include initial and ongoing training and the full range of support and tools that current franchise owners utilize. While the majority of our existing members are home-based, we certainly welcome qualified brick and mortar cruise-only agencies to consider this opportunity.”

The CruiseOne™ system offers its franchise owner a single source solution to sales, marketing and automation. CruiseControl the company’s proprietary 24/7 reservation and customer management system, is a product of more than 10 years of development and an investment of more than \$10 million dollars. The entire “back office” system was designed specifically for use by the end user (franchisees). In addition franchise owners have access to a robust suite of tools including on-line reservation connectivity with the cruise lines, a comprehensive e-commerce initiative that includes multiple web sites, hosted e-mails, on-line direct mail program and CruiseCreate™.

See a comprehensive review of the franchise conversion program available via a 3 - minute online movie at [www.CruiseOneBusiness.com](http://www.CruiseOneBusiness.com) or by calling 888-845-9452.

### **About World Travel Holdings**

World Travel Holdings is a multi-brand travel distributor with executive offices in Port Washington, New York and corporate offices in Woburn, Massachusetts. Branch offices are located in California, Florida, Virginia, and Rio de Janeiro, Brazil. WTH subsidiaries sell cruises and land vacations both through travel agents and direct to the consumer via several sophisticated websites. Their well-recognized brands include CruisesOnly, Cruise411, Vacation Outlet, rooms.com, Cruises.com, Creative Leisure International, Villas of Distinction, Trips of Distinction, Cruise One, and Cruises, Inc., along with other private-label partnership brands.

WTH is known for providing superior personalization to its customers and for its outstanding technology. The company handles 46 million web visitors and over one million reservation calls annually. CruisesOnly, WTH's flagship brand, is the world's largest seller of cruises.

For more information on World Travel Holdings and its companies, log on to: [www.worldtravelholdings.com](http://www.worldtravelholdings.com).

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