

World Travel Holdings Launches New Brand — Bahamas Day Pass

Bahamas Day Pass gives cruisers the ability to spend the day at two of the most sought after resorts in the Bahamas

New York City (January 15, 2015) – World Travel Holdings, the world’s largest cruise agency and award-winning leisure travel company, announces the launch of a new brand — Bahamas Day Pass. This new brand gives travel agents, their clients and consumers the opportunity to spend the day at two of the most popular resorts while in port at Nassau, Bahamas.

“Atlantis shore excursions have been a favorite among cruisers stopping in Nassau and we are excited to bring travel agents a direct purchasing option for these preferred resort day passes,” said Sean Tolkin, business development director for World Travel Holdings. “One of the goals in creating this new brand that is unique to the Bahamas is to bring more attention to these sought after shore excursions.”

Atlantis and the British Colonial Hilton offer an array of activities to entertain all ages while in port during their cruise vacation. Shore excursions at these resorts include:

Atlantis Aquaventure Waterpark – A one-of-a-kind 141-acre water scape with incredible Atlantean-themed towers, thrilling high-speed water slides, a mile-long river ride with rolling rapids and wave surges, 20 swimming areas, a spectacular kids water-play fort and 11 unique and refreshing swimming pools set among a lush, tropical environment. This day pass includes: 18 thrilling water slides, the Current & The Rapids river ride, 11 distinctly different pools, miles of white sand beach & crystal water, The Dig Aquarium, and lounge chairs and towels.

Atlantis Dolphin Cay – Is an extraordinary 14-acre environment with almost 7 million gallons of crystal clear seawater ... one of the largest and most sophisticated marine habitats and animal rescue-rehabilitation facilities where guests can swim with playful and charismatic dolphins through shallow water interaction programs.

British Colonial Hilton – This resort day pass includes full access to the resort's pristine private beach and pool; snorkeling and kayaking; lounge chairs and towels; and a \$40 food and beverage credit. Guests can savor fresh seafood at the Aqua Restaurant with ocean views, or try a tropical cocktail from the Patio Bar and Grill. This resort is also a convenient 10-minute walk from the cruise pier, downtown Nassau and the famous Bay Street Straw Market.

Travel agents selling cruise vacations to clients visiting the Bahamas can earn commission on every Bahamas Day Pass sold. Once a travel agent account has been activated, agents will receive a welcome packet including information, instructions, quick facts and a unique Bahamas Day Pass URL for the travel agency. The unique URL records all sales and click-throughs. Learn more about the [travel agent program](#).

For more information about Bahamas Day Pass, visit www.BahamasDayPass.com.

About Bahamas Day Pass

Bahamas Day Pass provides cruisers with day passes to the most popular resorts on the island — Atlantis and the British Colonial Hilton for a fun-filled Bahamas shore excursion while in port including the Atlantis Aquaventure Waterpark, Atlantis Dolphin Cay and a day at the British Colonial Hilton where cruisers can relax on the resort’s pristine private beach, go snorkeling,

kayaking or lounge by the pool. In addition to selling Bahamas resort day passes direct to the consumer, Bahamas Day Pass works with numerous travel agents and agencies nationwide. For more information, visit BahamasDayPass.com.

About World Travel Holdings

World Travel Holdings is the world's largest cruise agency and award-winning leisure travel company with a portfolio of more than 40 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels, resort vacations and luxury travel services, World Travel Holdings has a vast portfolio of licensed private label partnerships comprised of top leisure travel providers, almost every U.S. airline, leading hotel brands and prominent corporations. The company also operates a top-rated travel agency franchise and the country's original host agency. Its global presence includes operating multiple owned and private label cruise and vacation brands in the United Kingdom. World Travel Holdings has offices in Long Island, NY, Wilmington, Mass., Ft. Lauderdale and Orlando, Fla., Virginia Beach, Va., and Chorley, United Kingdom. For more information, visit WorldTravelHoldings.com.

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