

## **CruiseOne® Certified as a World-Class Franchise By The Franchise Research Institute**

**Lincoln, Neb. (January 27, 2015)** – CruiseOne®, a leading home-based travel franchise as part of World Travel Holdings, has received World-Class Franchise® certification from the Franchise Research Institute® for 2015.

The recognition comes after an independent survey conducted by the Franchise Research Institute. The survey was designed to determine the level of franchisee satisfaction within the CruiseOne franchise system.

“One of the most important means of creating and maintaining a truly successful franchise system is to meet or exceed the expectations of its franchisees,” says Jeff Johnson, founder and CEO of the Franchise Research Institute. “A key step in this process is to obtain open, honest feedback from franchisees through confidential, third-party research. CruiseOne was not afraid to ask their franchise owners tough questions, and their high marks provide scientific proof that they are consistently meeting franchisees’ needs.”

The survey asked CruiseOne’s franchise owners to rate their franchisor through a series of questions in categories such as overall quality, growth potential, support and communication.

Among the responses received from CruiseOne’s franchisees:

- 98% gave a positive rating to the overall quality of the franchisor.
- 96% gave a positive grade to the ongoing training and support supplied by the franchisor.
- 96% gave a positive rating to the overall communication between home office personnel and franchisees.
- 98% gave a positive grade to the quality of the product/service provided by the CruiseOne franchise system.

According to Johnson, “CruiseOne understands the importance of the partnership between franchisor and franchisees, and relies on unbiased data to make decisions which help to maximize franchisee sales and profitability. Further, CruiseOne’s willingness to share this ‘look behind the curtain’ provides a level of transparency in their franchise that is crucial for franchise candidates.”

“We are honored to be named as a World Class Franchise for the third year in a row,” said Debbie Fiorino, senior vice president of CruiseOne. “Our goal is to fulfill our franchise owners dream business opportunities by giving them all the tools and resources they need to be successful. We value feedback from our franchisees and use their comments as a guide to ensure we are exceeding their expectations and that all their needs are met.”

CruiseOne’s franchise satisfaction results are available at [www.WorldClassFranchise.com/cruiseone](http://www.WorldClassFranchise.com/cruiseone)

### **About CruiseOne®**

In operation since 1992, the home-based travel franchise CruiseOne® is ranked in the top one percent of all franchises worldwide and is a member of the International Franchise Association. As part of World Travel Holdings, the world’s largest cruise agency and award-winning leisure travel company, CruiseOne franchisees are able to offer their customers the lowest possible

pricing on vacations with its 100 percent “Best Price and Satisfaction Guarantee.” CruiseOne has received partner of the year, a top-ranking status, by all the major cruise lines including Norwegian Cruise Line<sup>®</sup>, Royal Caribbean International<sup>®</sup>, Celebrity Cruises<sup>®</sup> and Carnival<sup>®</sup> Cruise Lines. For more information on CruiseOne, visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com). Like CruiseOne on Facebook at [www.facebook.com/CruiseOneFranchise](http://www.facebook.com/CruiseOneFranchise), and follow us on Twitter at [@CruiseOneBiz](https://twitter.com/CruiseOneBiz).

***About the Franchise Research Institute<sup>®</sup>:***

The Franchise Research Institute<sup>®</sup> was founded in 2002 to study and promote franchise excellence. As a full-service research firm focused on franchising, we perform franchisee opinion research in the U.S. and internationally. Existing franchisees (as consumers of the franchise system) can evaluate their franchise as a business opportunity. World-Class Franchise<sup>®</sup> opportunities must demonstrate that they are endorsed by their franchise owners through scientific, confidential, third-party surveys.

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