

**CRUISEONE® & CRUISES INC.™ CITE 15% INCREASE IN SALES AMONG AGENTS PARTICIPATING IN 2011 REGIONAL TRAINING PROGRAM**

***Companies See Boost in Attendance at Seven 2011 Training Sessions with Full Attendance, Prompting Addition of New Dates & Cities to 2012 Roster***

**Ft. Lauderdale, Fla. – March 20, 2012** – CruiseOne® & Cruises Inc.™ – sister brands as part of World Travel Holdings (WTH) – today announced a 15 percent increase in sales among agents who participated in the 2011 trainings compared to those who did not. Throughout 2011, the companies welcomed more than 350 CruiseOne® franchisees and Cruises Inc.™ independent contractors at seven regional training sessions across the United States.

“Heading into 2011, we completely revamped our regional training program and designed what we felt were comprehensive, motivational two- and three-day sessions,” said Drew Daly, Vice President of Sales Performance for CruiseOne® & Cruises Inc.™ “Clearly, our agent community saw the value in this and enjoyed the opportunity to engage with each other and our supplier partners, while garnering tools to increase their chances of success.”

Each 2011 regional training session was held over two to three days. Free to CruiseOne® franchisees and Cruises Inc.™ independent contractors, the sessions provided education on the cruise and travel industries, business development strategies, supplier product overviews and ship inspections (when available). Specific curriculum included vendor training, marketing and public relations, system and technology training, sales and product training.

“I attended the Galveston, Texas regional and am so glad that I did,” said Debbie Rowlands, Cruises Inc.™ Houston. “While at the session, I made new friends and gathered a lot of insightful information on the industry. I have already started implementing the things I learned. Our tour of *Carnival Magic* was the icing on the cake. I look forward to participating in future training opportunities available to me through Cruises Inc.™”

Based on the success of the companies’ 2011 regional training program, the roster of sessions has been enhanced even further for 2012. This year’s schedule includes:

- **Boston, MA (3/23 – 24)**
- **Fort Lauderdale, FL (4/30 – 5/1)**
- **Atlanta, GA (5/18 – 19)**
- **Northern California (6/22 – 23)**
- **Cleveland, OH (7/13 – 17)**
- **New York (8/10 – 11)**
- **Texas (11/30 – 12/1)**

“Our home office sales performance team strives to create insightful cruise and land-based curriculum and deliver that to our franchisees and independent contractors in innovative ways throughout the year,” said Daly. “Our regional training program is only one component of our annual program, but one that exemplifies how much engagement really does pay off.”

**To learn more about CruiseOne®, visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com). To become part of the Cruises Inc.™ family, visit [www.SellCruises.com](http://www.SellCruises.com).**

**About CruiseOne® & Cruises Inc.™:**

CruiseOne®, the nation's largest home-based franchise travel agent network, was founded in 1992. Cruises Inc.™, the original cruise travel host agency, was founded in 1982. Together, the companies' 1,200+ agents are part of World Travel Holdings (WTH), one of the nation's top travel retail networks. CruiseOne® & Cruises Inc.™ are industry leaders, providing agents with innovative support, training, marketing and technology programs to successfully grow their business. The companies have relationships with every major cruise line and many tour operators and as a result, offer the highest commissions in the business. Both are consistently recognized for their efforts, including being named Royal Caribbean's "Partner of the Year," Celebrity Cruises' "National Account Partner of the Year" and Carnival Cruise Line's "Travel Partner of the Year."

A proud member of the International Franchise Association (IFA), MinorityFRAN, and VetFRAN, CruiseOne® is consistently ranked in major editorial awards including *Entrepreneur* magazine's "Top 500", *Forbes* magazine's "Top 20 Franchises to Start," the Franchise Market's "Top 100 Companies," and *FranchiseBusinessReview*'s "Top Low Cost Franchises."

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