

## **Travel Agency Franchise Launches Experiential-Focused Brand Dream Vacations A CruiseOne Company**

*Food Truck Takeovers in N.Y., Calif. and Fla. highlight launch campaign*

**Fort Lauderdale, Fla. (April 5, 2016)** – Leading home-based travel franchise CruiseOne® launched today the newest addition to its travel franchise portfolio – Dream Vacations A CruiseOne Company. More than 50 percent of CruiseOne’s existing franchise owners have transitioned over to the new brand, which speaks to all types of vacation experiences.

“In order for us to remain a leader in the travel franchise industry, it is important that we evolve and adapt to meet the needs of our customers – our franchisees and their clients,” said Debbie Fiorino, senior vice president of Dream Vacations A CruiseOne Company. “There has been an overwhelmingly positive response from all of our key stakeholders – franchisees, cruise lines, tour operators, resorts and employees – about the addition of Dream Vacations to our family of brands.”

Dream Vacations Start Here began as the tagline for CruiseOne, and has evolved to become the name of its new sister brand. Franchisees and customers will receive the same support and advantages; the differentiation is by having a name that conveys the product that is being sold – every type of vacation experience for every type of traveler.

Recognizing that the culinary experience is an important component of every vacation, as part of the launch festivities Dream Vacations is partnering with award-winning modern luxury vacation brand Celebrity Cruises®, to host Food Truck Takeovers in New York, California, South Florida and other markets throughout the U.S. The first will be on Thursday, April 14, in Flatiron Plaza from 11:30 a.m. to 2 p.m. and 4 to 7 p.m. and will feature menu items such as Kobe beef ramen sliders and shrimp tempura rolls, “While in Rome” pizza, “The Mexican Foodie” fish tacos and “Room Service!” chocolate-covered strawberries.

“We believe that everybody becomes a foodie when they are on vacation and the Food Truck Takeover is the perfect way to introduce Dream Vacations to consumers while also reminding them of the culinary adventures that await on vacation,” said Rosemarie Reed, vice president of marketing for Dream Vacations A CruiseOne Company.

Those interested in planning their next Dream Vacation should visit [www.DreamVacations.com](http://www.DreamVacations.com) or call 1-800-962-5120. People with a passion for travel who are interested in opening a Dream Vacations franchise should visit [www.DreamVacationsFranchise.com](http://www.DreamVacationsFranchise.com) or call 888-249-8235.

### **About Dream Vacations A CruiseOne Company**

Launched in 2016, Dream Vacations A CruiseOne Company is part of World Travel Holdings, the world’s largest cruise agency and award-winning leisure travel company. Dream Vacations franchisees have unrivaled buying power to offer the best prices and exclusive offers when selling memorable vacation experiences such as cruises, resort stays and land tours. To book a Dream Vacation, visit [www.DreamVacations.com](http://www.DreamVacations.com). For more information on becoming a franchise owner with Dream Vacations, visit [www.DreamVacationsFranchise.com](http://www.DreamVacationsFranchise.com), like on Facebook at [www.facebook.com/DreamVacationsFranchise](http://www.facebook.com/DreamVacationsFranchise), and follow on Twitter at @CruiseOneBiz.

###