

## **CruiseOne® Reaches Important Franchise Milestone**

*Leading travel retailer announces 800th location*

**FORT LAUDERDALE, Fla. (May 9, 2013)** - CruiseOne®, the nation's leading cruise retailer as part of World Travel Holdings, recently celebrated the opening of its 800<sup>th</sup> franchise location, further solidifying itself as a powerhouse in the travel industry and a leading franchise leisure travel brand.

"We are thrilled to reach this important milestone in record time," said Dwain Wall, senior vice president and general manager of CruiseOne. "In seven short years we have experienced unprecedented growth and increased our franchise locations by 72 percent. Our team works tirelessly to bring new franchisees on board and support the success of their business. Those efforts are paying huge dividends."

CruiseOne, a home-based franchise located in 46 states and with international locations in Mexico, U.K. and Norway, delivers dream vacations to millions of people across the globe. According to *Entrepreneur Magazine* the company is ranked in the top one percent among more than 4,000 franchise systems around the world.

Since World Travel Holdings acquired NLG (National Leisure Group) and its affiliates including CruiseOne in 2006, the company has increased the number of franchisees from 464 to 800. The company provides vacation specialists with the resources of a large corporation, giving them the tools they need to run a thriving business.

"Investing in CruiseOne allowed us to diversify our business model and become a leader in the franchise industry," said Brad Tolkin, co-chairman/CEO for World Travel Holdings. "I am proud of the dedication and innovation the entire CruiseOne Franchise Division put forth to reach this outstanding milestone."

Entrepreneurs interested in exploring an opportunity as a CruiseOne Travel Franchise Owner can visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com).

*Editor's Note:* Due to simultaneous openings of franchise locations throughout the country, we are unable to pinpoint the exact owner and location of the 800th franchise.

### **About CruiseOne®**

A member of the International Franchise Association (IFA), CruiseOne® is the nation's leading home-based travel agent franchise and is consistently ranked as a franchise leader by *Entrepreneur* and *Forbes*. As part of World Travel Holdings, one of the nation's top travel retail networks, CruiseOne offers consumers the lowest possible pricing on cruise and land vacations through its relationships with every major cruise line and many tour operators. In operation since 1992, CruiseOne has received numerous awards and a top-ranking status by all the major cruise lines including Norwegian Cruise Line®, Royal Caribbean International®, Celebrity Cruises® and Carnival® Cruise Line. For more information, visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com).

### **About World Travel Holdings**

World Travel Holdings is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 35 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 in the United Kingdom includes operating two cruise agencies and multiple private-label brands. 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](http://WorldTravelHoldings.com).

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