

## **New Franchise Development Website Engages Prospects with Educational Videos and Testimonials**

*User-friendly CruiseOneFranchise.com simplifies franchise selection process*

**Fort Lauderdale, Fla. (September 1, 2015)** – The travel franchise selection process just got easier with the recent launch of CruiseOne’s new recruitment website, [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com). Organized intuitively on the website, prospective franchise owners will learn the ins and outs of franchising with CruiseOne while getting a first-person introduction to the business opportunity by viewing video interviews with the corporate team, watching franchisee testimonials, and seeing actual photos of franchisees in the field taking advantage of all that CruiseOne has to offer.

“Our new website is designed to not only educate prospects about CruiseOne, but about franchising in general,” said Tim Courtney, CFE, vice president of franchise development for CruiseOne. “Our honest and straightforward approach in sharing the facts leads prospects down a path of transparency from the beginning, which is very important in any business relationship.”

As part of the new website, CruiseOne has re-launched its Virtual Discovery Day program by producing new, introductory videos that give prospects an intimate look at its franchise system. Viewers will tour CruiseOne’s world headquarters and meet key personnel who support franchisees in successfully owning their travel franchise. Prospects are also introduced to a diverse group of existing franchisees who share stories about their franchising journey, and can also view a brief video that showcases a day in the life of a franchisee.

“Participating in a Discovery Day is a vital step in the due diligence process of selecting a franchise and we have made it easy to participate from the comfort of home,” added Courtney. “Other important steps in the franchise selection process include taking a self-assessment to determine which industry to enter, carefully reviewing the Franchise Disclosure Document (FDD), interviewing past and current franchisees and discussing the opportunity with family members.”

Committed to being “Rich in Diversity,” CruiseOne empowers all owners and employees to reach their highest potential by leveraging their broad range of talent, experiences, personalities, viewpoints and ideas to generate business growth. Veterans and active-duty spouses make up 30 percent of the military-friendly franchise, and the number of millennial owners has increased by nearly 20 percent in the last four years.

CruiseOne is looking for franchisees who are passionate about travel, helping others and are eager to go into business for themselves, but not by themselves. No experience in travel or sales is necessary because all new franchise owners attend a 6-day training at CruiseOne’s world headquarters in Fort Lauderdale, Fla., where they learn how to use CruiseOne’s industry-leading booking systems and get an introduction to the cruise and resort vacation industry. New franchisees can open their home-based business for less than \$10,000 and work anywhere with an Internet connection.

Those with a passion for travel interested in exploring CruiseOne franchising opportunities should visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com) or call 888-249-8235.

### **About CruiseOne®**

In operation since 1992, the home-based travel franchise CruiseOne® is ranked in the top three 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®, Royal Caribbean International®, Celebrity Cruises® and Carnival® Cruise Lines. For more information on CruiseOne, visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com). Like CruiseOne on Facebook at [www.facebook.com/CruiseOneFranchise](https://www.facebook.com/CruiseOneFranchise), and follow us on Twitter at [@CruiseOneBiz](https://twitter.com/CruiseOneBiz).

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