

World Travel Holdings and Its Brands Receive Six Prestigious 2013 *Travel Weekly* Magellan Awards

[World Travel Holdings](#) and three of its brands — [CruiseOne](#)[®], [Cruises Inc.](#)[®] and [Villas of Distinction](#)[®] — Recognized for Innovative Programs and Marketing Campaigns

Wilmington, Mass. (September 17, 2012) – World Travel Holdings and three of its 13 brands including [CruiseOne](#)[®], [Cruises Inc.](#)[®] and [Villas of Distinction](#)[®] have been recognized again this year by *Travel Weekly* for their exceptional training, creative consumer marketing campaigns, community involvement and innovative web advertising. Multiple gold and silver rankings were awarded as part of the publication's annual Magellan Awards program.

“As a company, we know that creativity and innovation are critical ingredients to our success,” said Brad Tolkin, co-chairman/CEO for World Travel Holdings. “I am proud that our team of training and marketing professionals support this vision and continuously pioneer inventive ideas. I am honored that we have been recognized with these awards.”

World Travel Holdings, one of the nation's top travel agencies, won gold in the ‘Training Program’ category for **COMPASS — “Creating Outstanding Memories through Passion, Accountability, Sales & Service.”** COMPASS is a six-week branded on-boarding program for new travel professionals joining the company's direct-to-consumer customer care team. The creatively-themed training takes new hires around a compass to signify a passion for travel and includes embarkation, welcome aboard, set “sale,” service immersion and bon voyage sessions, and culminates with an all-expenses paid cruise to the top class performer.

[Villas of Distinction](#), a premier luxury villa rental provider, won both gold and silver rankings. The first award in the ‘Online Travel Services’ category recognized the company's marketing campaign, **Barbados “Pick Your Perk.”** that allowed travelers the opportunity to add value to their Barbados vacation by choosing one of three complimentary perks — a free rental car, catamaran day cruise or a grocery pre-stock package. The second ranking in the ‘Hospitality’ category gave **Villas of Distinction** silver for its status in the villa rental market as a leading premier luxury villa rental company with the largest portfolio of vacation homes and world-class customer service that creates unique experiences for its clients.

[CruiseOne](#) and [Cruises Inc.](#), one of the nation's top travel retail networks, received a silver award in the ‘Community Involvement’ category for the company's support of [Make-A-Wish](#)[®]. Some of the many fundraising activities recognized included hosting a Bon Voyage party for Make-A-Wish child Santiago, participating in the charity's Southern Florida's Walk for Wishes 5K, raising more than \$60,000 at its 2012 annual National Conference and being on target to beat last year's fundraising donation.

[CruiseOne](#) also secured two silver rankings. The first is in the ‘Web Marketing/Advertising’ category for its web advertising campaign which includes an **innovative display advertising** program that is the only one of its kind in the travel retail industry when compared to true competitors. This program tracks people who visited the [CruiseOne](#) website and posts targeted display advertisements on any future web page they visit based on their previously searched

vacation interests. The second silver recognizes the company's **Video Asset Sharing Program** that enables franchise owners to use professionally created videos to educate potential clients about their brand and service. Franchise owners can personalize the video by adding their contact information and using it on their websites and social media pages, at special events and on television.

Travel Weekly's annual Magellan Awards recognize the travel industry's leaders and are judged on a 10-point performance scale. Nominees are chosen based upon appeal, design and functionality by top travel industry professionals. This is the fourth consecutive year in a row that CruiseOne & Cruises Inc. have been awarded Magellan Awards and the third consecutive year in a row for Villas of Distinction.

For more information on World Travel Holdings and any of its brands please visit www.WorldTravelHoldings.com. World Travel Holdings is currently hiring virtual travel agents. For more information on joining this award-winning team, please visit the [World Travel Holdings careers page](#).

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 www.WorldTravelHoldings.com.

About Villas of Distinction®

Villas of Distinction® is a premier luxury villa provider with an extensive portfolio of thousands of privately-owned villas in more than 50 luxurious destinations. As part of World Travel Holdings, one of the nation's leading travel retail networks, Villas of Distinction and its team of expert concierges have been helping travelers find their perfect vacation home without a membership fee for nearly 25 years. The company takes pride in offering customized vacations to meet every imaginable need, with most villas featuring private pools, butlers, maids and chefs. www.VillasofDistinction.com.

About CruiseOne® and Cruises Inc.®

CruiseOne® and Cruises Inc.® are part of World Travel Holdings, one of the nation's leading travel retail networks. With a mission of delivering a remarkable experience, vacation specialists at both brands use cutting edge technology and strong relationships with every major cruise line and many tour operators to provide consumers the lowest possible pricing on cruise and land vacations. For more information, visit www.CruiseOneFranchise.com or www.SellCruises.com.

#