

## WORLD TRAVEL HOLDINGS' BRANDS RECEIVE SIX PRESTIGIOUS 2012 TRAVEL WEEKLY MAGELLAN AWARDS

*CruiseOne® & Cruises Inc.™ and Villas of Distinction® Recognized for Innovation  
in Consumer Marketing, Agent Training and Business Development*

**Wilmington, MA – September 18, 2012** – CruiseOne® & Cruises Inc.™ and Villas of Distinction® – three brands owned by World Travel Holdings (WTH) – have been recognized again this year by *Travel Weekly* for their outstanding agent resources, innovative business development programs and creative consumer marketing campaigns. As part of the publication's annual Magellan Awards program, the companies have received multiple honors, including prestigious gold and silver rankings.



CruiseOne® & Cruises Inc.™, one of the nation's top travel retail networks, won four 2012 Magellan Awards in a variety of categories. The sister brands received a gold award in the 'Training Program' category for helping agents gain insight into the ever-changing travel industry through free interactive business development courses, virtual supplier training sessions and nationwide in-person classes.

The company also secured a gold ranking in the 'Marketing Campaign' category for their '\$150 Bonus Onboard Credit' promotion. Combinable with all cruise line offers, this unique offering gave CruiseOne® & Cruises Inc.™ agents a leg up versus competitors, making it one of the network's most successful consumer campaigns to-date. Additionally, CruiseOne® and Cruises Inc.™ won two silver awards for their redesigned consumer website (*pictured left*) and the creation of a unique new field marketing team to support more than 1,200 agents nationwide.

Villas of Distinction®, a premier luxury villa rental provider, won two silver rankings in this year's 'Online Travel Agent Services' category. The first award recognized the company's marketing campaign surrounding a clever free rental car promotion (*pictured right*), which allowed travelers the opportunity to explore Barbados in an easy, economical way. The second ranking was received for the company's travel agent-only website – [www.Villa-Info.net](http://www.Villa-Info.net). This unique portal seamlessly integrates the company's virtual property catalog into individual agent websites.



World Travel Holdings (WTH) is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 30 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels and luxury travel services, WTH has a vast portfolio of licensed private-label partnerships comprised of top leisure travel providers, almost every U.S. airline, leading hotel brands and corporations.

*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 third consecutive year in a row that CruiseOne® & Cruises Inc.™ have been awarded Magellan Awards and the second consecutive year in a row for Villas of Distinction®.

**About CruiseOne® & Cruises Inc.™ ([www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com); [www.SellCruises.com](http://www.SellCruises.com)):**

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 as one leading travel agency network, the companies provide agents with innovative support, training, marketing and technology programs to successfully grow their businesses. CruiseOne® and Cruises Inc.™ 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."

**About Villas of Distinction® ([www.VillasofDistinction.com](http://www.VillasofDistinction.com)):**

Villas of Distinction® is a premier luxury villa provider that has helped travelers find their perfect vacation home for more than 20 years. The company represents thousands of privately owned villas in 50+ luxurious destinations, most of which feature private pools, butlers, maids and chefs, making a luxury getaway possible for even the most budget-conscious vacationer. *Condé Nast Traveler's* Readers Travel Awards' 2010 Favorite Villa Company, Villas of Distinction takes pride in offering customized vacations to meet every imaginable need. The company also recently was named "Best Tour Operator of the Year" by Atout France, the France Tourism Development Agency.

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