

## **CruiseOne/Dream Vacations and Cruises Inc. Win Seven in Prestigious 2016 *Travel Weekly* Magellan Awards**

*Home-based travel franchise and independent business opportunity  
win most awards among peers*

**Fort Lauderdale, Fla. (September 20, 2016)** – The home-based division of award-winning leisure travel company and world's largest cruise agency World Travel Holdings has been recognized again this year by *Travel Weekly*. CruiseOne®/Dream Vacations and Cruises Inc.® received top honors for their industry leadership for the seventh year in a row and won seven Magellan Awards for its innovative technology and websites, prolific community involvement, unique marketing campaigns and exceptional training.

“To win a Magellan Award is an accomplishment, but to win seven in multiple categories speaks volumes of the team who creates and implements programs that have an impact on the way we do business and support our customers – the network of CruiseOne/Dream Vacations franchise owners and Cruises Inc. independent vacation specialists,” said Debbie Fiorino, senior vice president of CruiseOne/Dream Vacations and Cruises Inc. “We are honored to be recognized year-after-year by *Travel Weekly* and its prestigious panel of judges as a leader in the travel industry and to be the travel franchise with the most awards.”

### **Gold Winners**

**Operation Vetpreneur** won in the ‘Community Involvement’ category and is the cornerstone of the franchisor’s military veteran initiative. Since 2012, CruiseOne/Dream Vacations has given away 20 free franchises valued at more than \$250,000 total to deserving military veterans.

**National Conference** won in the ‘Training Category’ and is the pinnacle of the brands’ extensive training program and among the first in the industry to take place aboard a weeklong cruise. Agents who attend National Conference historically experience a double-digit increase in performance.

**eQuote** changed the way CruiseOne/Dream Vacations and Cruises Inc. agents conduct their business and communicate with clients. As a result, it won in the ‘Booking Interface’ category. While its primary purpose is to send a vacation price quote to a customer, its role has evolved to become a marketing tool.

As part of the launch of Dream Vacations, an innovative consumer website was created with the customer experience top-of-mind, and this website [www.DreamVacations.com](http://www.DreamVacations.com), won in the ‘website’ category. With a contemporary design, the website is intuitive, making it easy for consumers to navigate and search for cruise or all-inclusive resort dream vacations.

### **Silver Winners**

A second winner in the ‘website’ category was the **Groups Registration** tool, which empowers franchisees to create and customize professional group event websites that showcase amenity options, outline payment schedule, highlight itineraries and more. This tool simplifies the booking process making it easier than ever to market groups, expand outreach possibilities and close more sales.

Recognizing that the culinary experience plays an important part of every vacation, Dream Vacations launched its entry into the travel franchise market with a **Food Truck Takeover** in Manhattan. This event won in the 'Advertising/Marketing Campaign' category.

The home-based travel agencies secured a second 'Training Category' Magellan Award for its internal Intranet, the **Business Center**. This tool has changed the way agents connect with each other, with the Headquarters team and how they do business. It is a one-stop shop for sharing best practices; providing updates on special sales, promotions and company news; and 24/7 access to training and education.

*Travel Weekly's* annual Magellan Awards recognize the travel industry's leaders and are judged on a 100-point performance scale by a prestigious panel of top travel professionals representing the best names and most accomplished leaders from the industry. It honors outstanding design, marketing and services in a broad range of industry segments including Hospitality, Travel Destinations, Cruise Lines, Online Travel Services, Airlines and Airports, Travel Agents and Agencies, Tour Operators and Ground Transportation.

CruiseOne/Dream Vacations and Cruises Inc. are looking for individuals who are passionate about travel, helping others and are eager to go into business for themselves, but not by themselves. For more information on joining these award-winning agencies, please visit [www.DreamVacationsFranchise.com](http://www.DreamVacationsFranchise.com) to learn more about owning a CruiseOne/Dream Vacations travel franchise, and visit [www.SellCruises.com](http://www.SellCruises.com) to learn more about the Cruises Inc. independent business opportunity.

#### **About Dream Vacations, CruiseOne® and Cruises Inc.®**

Dream Vacations, CruiseOne® and Cruises Inc.® are part of World Travel Holdings, the world's largest cruise agency and award-winning leisure travel company. Dream Vacations and CruiseOne are franchise opportunities, and Cruises Inc. is an independent business opportunity; both business models provide a work from home opportunity to those interested in becoming a part of the exciting travel industry. With a mission of delivering a remarkable experience, both companies offer their customers the lowest possible pricing on vacations. For more information on Dream Vacations, visit [www.DreamVacationsFranchise.com](http://www.DreamVacationsFranchise.com), like the Facebook page [www.facebook.com/DreamVacationsFranchise](http://www.facebook.com/DreamVacationsFranchise) and follow on Twitter at @Dream\_Franchise. For more information on Cruises Inc., visit [www.SellCruises.com](http://www.SellCruises.com) and become a fan on Facebook at [www.facebook.com/SellCruises](http://www.facebook.com/SellCruises).

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