

WORLD TRAVEL HOLDINGS EXPANDS ITS BUSINESS BY BRINGING VACATION PACKAGING IN-HOUSE

Leveraging Its Expertise in Travel Sales and Service, World Travel Holdings Sees Growth Opportunity in its Vacation Packaging Business

Wilmington, Mass. (October 2, 2012) – World Travel Holdings (WTH), one of the nation’s top travel retail networks, announced today that it is bringing the sales and servicing of vacation packaging in-house starting Oct. 7, 2012.

Vacation packages are sold through two of World Travel Holdings 13 owned brands – Vacation Outlet and Rooms.com and through BJ’s Travel, one of World Travel Holdings’ more than 20 private-label partners.

“With our continued focus on providing high quality service, this change allows our customer care team to provide consumers interested in vacation packages the same remarkable service we offer our cruise, villas and groups customers today,” said Jeff Tolkin, co-chairman & co-CEO for World Travel Holdings. “By leveraging our strong background in land packages and our tremendous internal expertise in marketing, promoting, selling and servicing vacation customers, there is an enormous opportunity for growth in this segment.”

World Travel Holdings has invested in a full-time, dedicated team of vacation package professionals that were hired from within to focus on the sales and service of all vacation packages.

“Since we started offering land vacation packages through our CruiseOne and Cruises Inc. brands in 2009, we have seen tremendous success,” said David Crooks, senior vice president of product operations for World Travel Holdings. “In fact, these brands just announced a 35 percent spike in land sales versus the same period last year.”

This growth combined with a focus on providing consistent customer service across all facets of the business led World Travel Holdings to increase its focus on the vacation packaging segment by bringing it in-house.

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About World Travel Holdings

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 prominent corporations. The company's home-based division 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. WTH 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.