

## **CruisesOnly Offers Industry's Largest Number of Customer Cruise Reviews**

*Invaluable Content Helps Users Target Vacation Product That Meets Specific Needs & Expectations*

**Miramar, FL, October 11, 2007** – CruisesOnly, America's Largest Cruise Agency and World Travel Holdings' (WTH) premier cruise brand, announced today that it has launched the Internet's richest database of customer review content.

CruisesOnly.com provides a best-in-class website experience to over 650,000 unique visitors each month, and that experience has been significantly enhanced via the addition of functionality that allows customers to share cruise product reviews with other customers. As a result, visitors to CruisesOnly.com now enjoy access to the largest collection of cruise product information available on the Internet today—invaluable content that helps other website users target vacation product that meets their specific needs and expectations.

"Customer reviews will play a major role in helping us continue to deliver a premier online experience to our website users. CruisesOnly's database of customer reviews is a valuable asset that differentiates us from every other cruise agency in the marketplace," said Jeffrey Sherota, SVP, CruisesOnly/WTH. "More specifically, we provide the reader with the reviewer's age bracket, number of previous cruises taken, the type of stateroom they traveled in, and whether or not they traveled with young children, older children, or no children. This allows the reader to match their demographic to our reviewer's demographic."

CruisesOnly's customer review functionality provides the friendliest end-user interface, enabling content sharing in the most simple and convenient way possible. Upon returning from their vacation, CruisesOnly customers receive an email requesting feedback about their cruise, helping to ensure that all product reviews are current and credible. CruisesOnly's distinctive "Authenticated Reviewer" labeling highlights all reviews received directly from CruisesOnly customers. Anyone may post product reviews on the website, guaranteeing a breadth and depth of content, but "Authenticated Reviewer" labeling adds an extra layer of credibility and trust.

CruisesOnly.com's homepage also features a "Top-Rated Ships" module. Updated quarterly, this unique feature highlights the company's 20 top-ranked ships based on authenticated reviews and additional sources of customer feedback, including overall satisfaction surveys and a baseline standard of negligible-to-no complaints. In addition to the module and over 6,000 customer reviews, CruisesOnly.com also features expert opinions as a result of its partnership with a highly credible, third-party source of professional reviews. An industry leader, this third-party content source has amassed one of the Internet's largest collections of professional cruise ship reviews, ensuring that visitors to CruisesOnly.com will never have to leave the website for an unbiased assessment.

### **About CruisesOnly**

CruisesOnly is the premier cruise brand of World Travel Holdings, a multi-brand travel distributor with executive offices in Port Washington, New York and corporate offices in Woburn, Massachusetts. For more than two decades, CruisesOnly has offered its customers the very best values and service, carefully matching each client with their ideal cruise vacation. The company's award-winning website features an extensive selection of sailings aboard the world's best cruise lines. Booking is completed online or via expert cruise agents available by telephone 24/7/365. CruisesOnly also offers customers a 110% Best Price Guarantee and an exclusive Satisfaction Guarantee. Visit [www.cruisesonly.com](http://www.cruisesonly.com) for complete details.

### **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](http://WorldTravelHoldings.com).