

CruiseOne® Expands Its Innovative Field Marketing Program

*Company now covers 60 percent of U.S. in field marketing support
with addition of Northeast specialist*

Fort Lauderdale, Fla. (December 5, 2013) - CruiseOne®, the nation's leading cruise retailer as part of World Travel Holdings and the only travel franchise to offer a team dedicated to providing local marketing support to its franchise owners, announced that it is now covering more than 60 percent of the U.S. with personalized support to each individual franchisee. This expansion includes 16 new states and the hiring of a third Field Marketing Specialist.

Unique in the industry, the CruiseOne field marketing program provides franchise owners additional support with their local marketing initiatives such as trade shows, community events and more. The field marketing territories now include Florida, the Far West, the Southwest and the Northeast.

"Our objective for the field marketing team continues to be to engage and coach franchise owners with their local marketing efforts," said Luis Zuniga, vice president of marketing and communications for CruiseOne. "Our aim is to ultimately provide this level of personal marketing support for all franchise owners in the CruiseOne network."

A resident of Salem, N.H., Lisa Kelloway will manage the Northeast field marketing territory and support franchise owners located in Delaware, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont and Maine. Her expertise includes product launches, direct marketing, event management, multicultural marketing, regional marketing and market strategy/analysis. With 15 years of marketing experience, Kelloway has worked in the sports, beverage, telecommunications and travel industries.

"With a large contingent of franchise owners heavily concentrated in the Northeast, it was only natural for us to expand our field marketing efforts to that region," noted Zuniga. "Lisa's experience, ambition and determination are sure to be an asset to all of us here."

To learn more about owning a CruiseOne franchise and selling dream vacations, please visit www.CruiseOneFranchise.com.

About CruiseOne®

Celebrating 22 years in business with more than 825 home-based travel franchise owners, CruiseOne® is ranked in the top one percent of all franchises worldwide and is a member of the International Franchise Association. As part of World Travel Holdings, the world's largest cruise retailer, CruiseOne franchisees are able to offer their customers the lowest possible pricing on vacations with its 100 percent "Best Price and Satisfaction Guarantee." CruiseOne has received partner of the year, a top-ranking status, by all the major cruise lines including Norwegian Cruise Line®, Royal Caribbean International®, Celebrity Cruises® and Carnival® Cruise Line. For more information on CruiseOne, visit www.CruiseOneFranchise.com. Like CruiseOne on Facebook at www.facebook.com/CruiseOneFranchise, and follow us on Twitter at @CruiseOneBiz.

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