



## Fact Sheet

<b>Founded:</b>	CruiseOne –1992 Dream Vacations – 2016 Cruises Inc. – 1982
<b>Key Executives:</b>	Brad Tolkin, Co-Chairman and CEO Jeff Tolkin, Co-Chairman and CEO Debbie Fiorino, Chief Operating Officer Drew Daly, Senior Vice President and General Manager Rosemarie Reed, Senior Vice President of Marketing Joelle Delva, Vice President of Operations Sandi Szalay, Vice President of Information Technology Sean Tolkin, Vice President of Sales for Cruises Inc.
<b>Number of Agents:</b>	CruiseOne/Dream Vacations – 1500+ franchisees Cruises Inc. – 800+ independent agents
<b>Support Provided:</b>	<p><i>Marketing</i></p> <p>Agents enjoy turn-key, personalized marketing programs, 90% of which are free, including:</p> <ul style="list-style-type: none"><li>• \$4 Million in corporately-funded marketing promotions, programs and strategic partnerships annually</li><li>• A web top publishing system which enables franchise owners and agents to customize marketing collateral</li><li>• Marketing co-op programs with major cruise line partners</li><li>• Automated direct mail that includes powerful demographic and lifestyle segmentation tools</li><li>• Personalized, trigger-based CRM programs</li><li>• Lead generation programs</li><li>• National and local public relations and business development support</li><li>• Social Media Tools</li><li>• Free Honeymoon Registry</li><li>• Free library of professional travel videos</li><li>• Free Vacation Superhero Referral Program<sup>®</sup></li><li>• Free Loyalty Cruise Perks program</li><li>• Niche and geo-targeted marketing assets</li><li>• Strategic partnerships with cruise line and land suppliers and corporations, such as lifestyle brands Tumi, Swarovski, 1-800 Flowers, Wine.com and Beyond Proper</li></ul> <p><i>Training</i></p> <p>Focuses on the core components of the travel industry as it relates to cruising, resort stays and land tours, and includes curriculum presented by the companies' cruise line and travel partners. Continuing online education keeps agents at the top of their game. Five regional training opportunities offered each year that include exciting land-based and cruise-based seminars, and an Immersive Education Series focusing on</p>

niches including Land, Luxury, River and Group Summits, culminating with an award-winning annual National Conference.

#### *Technology*

Best-in-class technologies help franchise owners and agents market, sell and service customers while remaining profitable.

Cutting-edge technology solutions include:

- Customized websites for agents with an enhanced booking path, making it easy to see all cruise line promotions and to book online
- State-of-the-art reservation system, "My Cruise Control," with real-time access to live cruise line inventory
- Private intranet keeping franchise owners and agent connected to promotions and selling tools
- Personalized mobile websites
- Cruise Fare Watch monitors for price changes
- Land Booking Technology
- Travel Planner itinerary builder

#### *Groups*

A Groups Concierge assists agents in every aspect of booking a group from start to finish. Plus, they have the ability to create customizable Groups Registration websites that accept credit card payments.

#### **About CruiseOne:**

In operation since 1992, travel agents with the top-ranked home-based travel agency franchise CruiseOne® have the resources to plan and create seamless vacation experiences for their customers while offering the best value. A member of the International Franchise Association, CruiseOne is part of World Travel Holdings and has received partner of the year, a top-ranking status, by all the major cruise lines as well as national recognition for its support of military veterans.

#### **About Dream Vacations:**

Travel agents with the top-ranked home-based travel agency franchise Dream Vacations have the resources to plan and create seamless vacation experiences for their customers while offering the best value. A member of the International Franchise Association, Dream Vacations is part of World Travel Holdings and has received partner of the year, a top-ranking status, by all the major cruise lines as well as national recognition for its support of military veterans.

#### **About Cruises Inc:**

In operation since 1982, Cruises Inc.® is the original work-from-home travel agency business opportunity. With an A-rating from the Better Business Bureau, Cruises Inc. has independent vacation specialists nationwide who create seamless vacation experiences, whether it be a cruise, resort stay or land tour, with the support of World Travel Holdings, the nation's largest cruise agency and award-winning leisure travel company.

#### **About World Travel Holdings:**

World Travel Holdings is the nation's largest cruise agency and award-winning leisure travel company with a portfolio of more than 40 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels, resort vacations, cars and luxury travel services, World Travel Holdings has a vast portfolio of licensed private label partnerships comprised of top leisure travel providers,

including almost every U.S. airline, leading hotel brands and prominent corporations. The company also operates a top-rated travel agency franchise and the country's original host agency, and is consistently recognized as an industry leader in work-at-home employment. Its global presence includes operating multiple cruise and vacation brands in the United Kingdom. World Travel Holdings has offices in Wilmington, Mass.; Ft. Lauderdale, Fla.; Virginia Beach, Va.; New York, NY; and Chorley, England.

**Address:** 1201 W. Cypress Creek Road, Suite 100  
Fort Lauderdale, FL 33309

**Phone:** CruiseOne / Dream Vacations – 888-249-8235  
Cruises Inc. – 888-462-4992

**Websites:** CruiseOne Consumer – [CruiseOne.com](http://CruiseOne.com)  
Dream Vacations Consumer – [DreamVacations.com](http://DreamVacations.com)  
CruiseOne and Dream Vacations Recruitment – [DreamVacationsFranchise.com](http://DreamVacationsFranchise.com)  
Cruises Inc. Consumer – [CruisesInc.com](http://CruisesInc.com)  
Cruises Inc. Recruitment – [SellCruises.com](http://SellCruises.com)  
World Travel Holdings – [WorldTravelHoldings.com](http://WorldTravelHoldings.com)

**Social Media:**

Facebook

- CruiseOne – [Facebook.com/CruiseOne](https://Facebook.com/CruiseOne),
- Dream Vacations – [Facebook.com/OfficialDreamVacations](https://Facebook.com/OfficialDreamVacations)
- CruiseOne/Dream Vacations Recruitment – [Facebook.com/DreamVacationsFranchise](https://Facebook.com/DreamVacationsFranchise)
- Cruises Inc. – [Facebook.com/CruisesInc](https://Facebook.com/CruisesInc)
- Cruises Inc. Recruitment – [Facebook.com/SellCruises](https://Facebook.com/SellCruises)
- World Travel Holdings – [Facebook.com/TravelDreamJobs](https://Facebook.com/TravelDreamJobs)

Twitter

- CruiseOne/Dream Vacations Recruitment – @Dream\_Franchise
- CruiseOne Consumer - @CruiseOne
- World Travel Holdings – @WTH\_Inc

Instagram

- CruiseOne / Dream Vacations – [@DreamVacationsFranchise](https://www.instagram.com/DreamVacationsFranchise)
- World Travel Holdings – [@WorldTravelHoldings](https://www.instagram.com/WorldTravelHoldings)

YouTube

- CruiseOne / Dream Vacations – [www.youtube.com/DreamVacationsBusiness](https://www.youtube.com/DreamVacationsBusiness)
- World Travel Holdings – <https://www.youtube.com/worldtravelholdings>

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*Updated January 9, 2020*