



## Fact Sheet

<b>Founded:</b>	CruiseOne –1992 Dream Vacations – 2016
<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 Joelle Delva, Vice President of Operations Sandi Szalay, Vice President of Information Technology Alicia Linden, Vice President of Consumer & Recruitment Marketing Charity Santiago, Vice President of Training & Events Natalie Loza, Vice President of Sales Dawn Gillis, Director of Land Strategy and Network Performance
<b>Number of Agents:</b>	CruiseOne/Dream Vacations – 2200+ franchisees
<b>Support Provided:</b>	<i>Marketing</i> Agents enjoy turnkey, personalized marketing programs, 95% of which are free, including: <ul style="list-style-type: none"><li>• Suite of AI Tools to boost efficiency</li><li>• Millions in corporately funded marketing promotions annually</li><li>• Free customizable marketing collateral</li><li>• Marketing co-op programs with major cruise line partners</li><li>• Free and low-cost automated direct mail that includes powerful demographic and lifestyle segmentation tools</li><li>• Free Personalized, trigger-based CRM programs</li><li>• Lead generation programs</li><li>• Associate recruiting support</li><li>• Free national and local public relations and business development support</li><li>• Free auto-posting social media program</li><li>• Free email marketing</li><li>• Free honeymoon registry</li></ul>

- Free library of professional travel videos
- Free Loyalty Cruise Perks program
- Free niche and geo-targeted marketing assets
- Strategic partnerships with cruise line and land suppliers and corporations, such as lifestyle brands Tumi and Swarovski

### *Training*

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. Launched an AI Learning Assistant that can find relevant learning materials, summarize courses and lists steps, and build custom learning tracks based on your need. Six regional training opportunities offered in-person and virtually each year that include exciting land-based and cruise-based seminars, and an Immersive Education Series focusing on niches including Land, Luxury, River and Group Summits, culminating with an award-winning annual National Conference. In 2024, the Business Intensive and MasterClass series joined the training lineup. In 2025, A Cruise Control Intensive launches to further elevate the network's knowledge.

### *Technology*

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

Award-winning technology solutions include:

- Customized website home pages 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, "Cruise Control," with real-time access to live cruise line inventory
- Business Reporting Tool
- 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 Application

### **About CruiseOne:**

CruiseOne® has been helping travel agents create stress-free vacations since 1992. This home-based travel agency franchise offers the tools and support agents need to make every trip exceptional for

their clients. CruiseOne, a member of the International Franchise Association and part of World Travel Holdings, has earned top rankings as franchise partner of the year from major cruise lines and is celebrated for its support of military veterans.

**About Dream Vacations:** Dream Vacations is a home-based travel agency franchise that gives its agents everything they need to plan smooth and memorable vacations for their clients—all while delivering great value. As part of World Travel Holdings and a proud member of the International Franchise Association, Dream Vacations has earned top honors, including franchise partner of the year from major cruise lines. The franchise is also nationally recognized for its strong commitment to supporting military veterans.

**About World Travel Holdings:**

World Travel Holdings is the nation's largest cruise agency and award-winning leisure travel company with a portfolio of nearly 40 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, resort vacations, car rentals, resort day passes and luxury travel services, World Travel Holdings has a vast portfolio of 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 is consistently recognized as an industry leader in employee engagement and work-at-home employment. Its global presence includes operating multiple cruise brands in the United Kingdom. World Travel Holdings has offices in Wakefield, Mass.; Ft. Lauderdale, Fla.; and Chorley, England.

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

**Phone:** Dream Vacations / CruiseOne – 888-249-8235

**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)  
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://www.facebook.com/DreamVacationsFranchise)
- World Travel Holdings – [Facebook.com/TravelDreamJobs](https://www.facebook.com/TravelDreamJobs)

#### Twitter

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

#### Instagram

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

#### YouTube

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

# # #

#### **Media Contact:**

Michael Cadigan  
Public Relations and Corporate Communications Manager  
954-958-3627  
[media@wth.com](mailto:media@wth.com)

*Updated July 11, 2025*