



**FOR IMMEDIATE RELEASE**

**Contact:**

Steven Hattem

CruiseOne & Cruises Inc.

954-958-3700

[shattem@homebasedhq.com](mailto:shattem@homebasedhq.com)

## **CruiseOne & Cruises Inc. Announce “A League Of Our Own” Theme For Their 2007 National Conference**

*Over 450 Cruise Franchise Owners and Host Agency Members are Expected to Attend This Year's Event from  
October 13 through October 19, 2007*

**Ft. Lauderdale, Fla., October 3, 2007** — CruiseOne, a leading U.S. franchise operation of more than 500 independent cruise-only travel professionals, and Cruises Inc., the nation's original host agency network with nearly 500 independent contractors, are in the final phase of preparations for what is expected to be one of their largest annual conferences. Taking place from October 13 through October 19, 2007 both in Miami and onboard the *Norwegian Pearl*, the 2007 conference theme and title is “A League Of Our Own,” signifying the vast strength of these organizations as leaders in the cruise travel industry as well as the *Norwegian Pearl's* industry-first bowling alley at sea.

“The eyes and the focus of the entire cruise industry will be on CruiseOne and Cruises Inc.,” stated Vivian Ewart, Senior Vice President, CruiseOne and Cruises Inc. “We have put together an action-packed and fun-filled event which is sure to motivate and inspire all of our attendees.” CruiseOne and Cruises Inc. will welcome many senior cruise line executives to the conference who will address members of the industry's largest combined franchise and host agency network. Top executives from Royal Caribbean, Carnival, Costa, Celebrity, Princess, Norwegian, and Regent will be featured on the executive panel “Q&A” and are sure to provide the latest insights and industry news. Additional highlights include the companies' annual awards ceremony, where top producing and most creative marketing awards will be presented. The gala will also highlight other member achievements, including the Franchisee and Agent of the Year.

“This year, we will dedicate an entire day to luxury cruise sales and marketing. The day will start with our very own version of “*Breakfast at Tiffany's*,” and will feature the leading premium and luxury lines,” advised Steven Hattem, Vice President of Marketing, CruiseOne and Cruises Inc. “From the keynote speaker to focused workshops, members will gain first-hand knowledge directly from the leading premium and luxury lines including SeaDream, Regent, Silversea, Oceania, and Cunard.” The land portion of the CruiseOne and Cruises Inc. conference will include a full trade show featuring nearly 30 vendors. Following the land portion, participants will be transported to the *Norwegian Pearl* for five days filled with trainings, seminars, and surprise events all focused on improving member knowledge, fine tuning sales and marketing skills and keeping CruiseOne and Cruises Inc. members in a league of their own.

### **About CruiseOne**

With more than 500 locations coast to coast, CruiseOne prides itself on providing attention to detail and expert advice to every customer. Each independently owned and operated business combines the latest technology with old-fashioned customer service. The automated best fare search program enables cruise specialists to identify excellent values on all major cruise lines.

CruiseOne specialists are experts in both group and individual cruise sailings. Consistently ranked by *Entrepreneur Magazine* as a Top 500 Franchise, the company has been franchising since 1992. CruiseOne has received numerous awards and a top-ranking status by all the major cruise lines. For more information visit [www.CruiseOneBusiness.com](http://www.CruiseOneBusiness.com) or call 1-877-Level-Play / 877-538-3575.

### **About Cruises Inc.**

Operating for more than 25 years, Cruises Inc. has nearly 500 independent contractors worldwide. The original and most successful host agency program in the cruise travel business, Cruises Inc. arms agents with the industry's leading booking technology, comprehensive training and world-class marketing tools. For more information on Cruises Inc., visit [www.SellCruises.com](http://www.SellCruises.com) or call toll-free 877-714-4072.

*Both CruiseOne and Cruise Inc. are part of World Travel Holdings*

### **About World Travel Holdings**

With more than two decades of experience selling travel, World Travel Holdings (WTH) is a global leader in the travel industry. WTH's business model consists of its own well-recognized brands – CruiseOne, Cruises Inc., CruisesOnly, Vacation Outlet, Cruises.com, Villas of Distinction, Trips of Distinction, Island Hideaways, Creative Leisure, and Rooms.com as well as a wide array of private-label partner brands. *Forbes* listed WTH's cruise website as "Best of the Web" for three years in a row, and it's the only cruise site named to *Travel + Leisure* magazine's "Top 35 Travel Websites." WTH's vast portfolio of partner brands includes BJ's Vacations, Hotwire.com Cruises, Overstock.com Travel, Priceline.com Cruises, American Airlines Cruises, Continental.com Cruises, JetBlue Cruises, US Airways Cruises, and many others. For more information on WTH or its subsidiary brands, visit [www.worldtravelholdings.com](http://www.worldtravelholdings.com).

*For more information, contact Steven Hattem, Vice President of Marketing, CruiseOne and Cruises Inc. at 954-958-3700.*

# # # #