



Fact Sheet

- Founded:** CruiseOne –1992
Dream Vacations – 2016
- Key Executives:** 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
Sean Tolkin, Vice President of Land Strategy and Network Performance
- Number of Agents:** CruiseOne/Dream Vacations – 1600+ franchisees
- Support Provided:** *Marketing*
Agents enjoy turnkey, personalized marketing programs, 95% of which are free, including:
- Millions in corporately funded marketing promotions annually
 - Free customizable marketing collateral
 - Marketing co-op programs with major cruise line partners
 - Free and low cost automated direct mail that includes powerful demographic and lifestyle segmentation tools
 - Free Personalized, trigger-based CRM programs
 - Lead generation programs
 - Associate recruiting support
 - Free national and local public relations and business development support
 - Free auto-posting social media program
 - Free email marketing
 - Free honeymoon registry
 - 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. Five 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.

Technology

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

Award-winning 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, "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
- Add Groups Application

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 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:

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Fort Lauderdale, FL 33309

Phone:

Dream Vacations / CruiseOne – 888-249-8235

Websites:

CruiseOne Consumer – CruiseOne.com
Dream Vacations Consumer – DreamVacations.com

CruiseOne and Dream Vacations Recruitment –
DreamVacationsFranchise.com
World Travel Holdings – WorldTravelHoldings.com

Social Media:

Facebook

- CruiseOne – Facebook.com/CruiseOne,
- Dream Vacations – Facebook.com/OfficialDreamVacations
- CruiseOne/Dream Vacations Recruitment – Facebook.com/DreamVacationsFranchise
- World Travel Holdings – 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
- World Travel Holdings – <https://www.youtube.com/worldtravelholdings>

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