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## CRUISEONE UNVEILS NEW LOOK, FEEL AND THEME FOR 2009 NATIONAL CONFERENCE

*Details Revealed About the Anticipated Annual Event Include  
Dates, Ship, Ports of Call and More*

Ft. Lauderdale, Fla. — March 16, 2009 – Last September, several hundred CruiseOne Franchise Owners, representatives from every major cruise line and a delegation of industry executives gathered onboard *Celebrity Mercury* for the 15<sup>th</sup> annual CruiseOne national conference. Today, details were announced about the 2009 installment of the popular annual event including the ship, ports of call and a comprehensive new conference theme:

- Themed **“MISSION: SUCCESS”** the 2009 CruiseOne National Conference will take place onboard Carnival Pride, departing October 4<sup>th</sup>. The ship will sail from Baltimore, Maryland, a new homeport for Carnival in 2009.
- Stopping first in Port Canaveral, agents will spend a full day at Disney World. The itinerary will then include visits to Nassau and Freeport before returning back to Baltimore.
- The focus, relating to the **“MISSION: SUCCESS”** theme, will include emphases on innovation, creativity and a passion for excellence, with tools for breaking through barriers and curriculum offering sales strategies to help agents rocket to new heights.
- Up to 50 CLIA credits can be earned during the 2009 National Conference, including sessions on river cruising, luxury sales, recession marketing strategies and more.

Details about the 2009 National Conference were revealed to the current CruiseOne Franchise Owners and agents in a weeklong “5-4-3-2-1” countdown-style series of e-mails. In the first e-mail, “5 Reasons to Attend Conference” were shared with agents. The countdown continued until the final day of the campaign when the **“MISSION: SUCCESS”** theme and logo were unveiled.

“Our agents look forward to this event all year long. As soon as we return home from conference each year, we are inundated with questions about the next year’s event,” said Dwain Wall, Senior Vice President and General Manager of CruiseOne. “Following our 2009 Conference agent e-mail campaign, conference registration numbers spiked by 37%.”

Additional information is expected to be released over the next few months, including details on keynote speakers, specific courses, noteworthy panelists, a revamped awards program and more.

“This year, we are more committed to conference than ever, coming out of the gate early with an exciting theme and curriculum that will give agents tools to grow their business and instantly see positive results,” said Wall. “We are giving agents a fresh look at helpful information and underscoring our commitment to leading the industry with revolutionary continuing education programs.”

**About CruiseOne:**

CruiseOne, the leading home based travel company with more than 550 franchise locations, combines tremendous industry buying power with unrivaled services and support. With best-in-class technology, extensive training and award-winning marketing programs, agents have the right tools to with to ensure success. CruiseOne is part of the nation’s largest seller of cruise vacations, World Travel Holdings.

**For More Information:**

**CruiseOne – [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com) or call 1-800-892-3928**

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