

CruiseOne® and Cruises Inc.® Launch Revolutionary Video Asset Library

Home-based travel agencies will have 35 travel videos in library by end of year

Fort Lauderdale, Fla. (November 14, 2014) – A first in the travel industry, CruiseOne® and Cruises Inc.® announced the launch of a video asset library of travel vlogs, blogs that are primarily video content. With 26 travel videos already created and 35 expected to be completed by year-end, these vlogs provide consumers a first-person look at what it's like to stay at a resort or travel on a cruise by showcasing unique destinations, various cruise lines and different experiences available on land and at sea, as well as additional background information and insider tips.

“These videos are a game-changer in the travel industry and are unlike anything that already exists,” said Rosemarie Reed, vice president of marketing for CruiseOne and Cruises Inc. “We recognize the increased role video plays when consumers are researching vacations and these vlogs will be a crucial aspect of the decision-making process.”

Google studies show that online travel video usage is increasing approximately 55 percent, and that these videos are influential in the early stages of the travel planning process including when consumers are thinking about taking a trip and when choosing a destination. According to the same study, 90 percent of travelers take action after viewing an online travel video. The CruiseOne and Cruises Inc. videos drive emotion and create a connection with the viewer by being fun and engaging.

“With only three percent of the population ever having taken a cruise, first-time cruisers are important to the growth of the industry and these vlogs are essential to getting that first-time cruiser on board who wants to know exactly what to expect on their vacation before booking,” noted Debbie Fiorino, senior vice president of CruiseOne and Cruises Inc.

The vlogs can be found on CruiseOne.com, CruisesInc.com and on the more than 1,500 individual agent's websites under the dropdown menus for Cruise Lines, Explore More, Cruise Destinations, The Experience, and Resorts & Tours.

To take advantage of the companies' special offers and book travel with a local vacation specialist, visit <http://www.CruiseOne.com> or <http://www.CruisesInc.com>.

About CruiseOne® and Cruises Inc.®

CruiseOne® and Cruises Inc.® are part of World Travel Holdings, the world's largest cruise agency and award-winning leisure travel company. CruiseOne is a Franchise opportunity, and Cruises Inc. is an independent business opportunity; both business models provide a work from home opportunity to those interested in becoming a part of the exciting travel industry. With a mission of delivering a remarkable experience, both companies offer their customers the lowest possible pricing on vacations.

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