

## **Cruise Fare Watch Technology Illuminates Sales for Dream Vacations, CruiseOne, and Cruises Inc. Travel Agents**

*Home-based travel agents track cruise pricing within CRM tool*

**Fort Lauderdale, Fla. (November 17, 2016)** – Home-based travel agencies Dream Vacations, CruiseOne and Cruises Inc. recently launched Cruise Fare Watch, a new technology tool that has automated the process of tracking cruise fares. It provides daily knowledge of price changes and puts agents ahead of the competition. Since launching at the end of October, more than 7,700 watches have been created and more than 5,000 alerts have notified agents of price changes.

“We are continuously evolving our technology, whether it is creating new tools or enhancing existing resources, that will make running a home-based business more efficient and profitable,” said Sandi Szalay, vice president of information technology at Dream Vacations, CruiseOne and Cruises Inc. “Cruise Fare Watch is a game-changer for our network of travel agents because it enforces the value of a travel agent by giving them the ability to provide compelling and competitive price advantages to customers.”

Housed in My Cruise Control, a proprietary Customer Relationship Management tool and live booking engine, Cruise Fare Watch enables agents to monitor cruise line price changes based on date and cabin category. Agents can set three different types of watches using the Cruise Fare Watch tool:

- From a booking – This links to an existing booking and can assist agents in demonstrating the value of booking in advance, as well as create opportunity to upgrade for less money or upsell to a higher cabin category.
- From a customer – If a prospective customer is interested in a specific sailing, but has not yet booked, this watch can be used by the agent to notify the customer when the cruise fare has reached a certain price point.
- From a sailing – Not tied to any customer or booking, this watch can be used as a marketing tool if an agent sells a lot of a specific itinerary or cruise line.

Agents can select if they want to be alerted when a price drops or increases by a specific dollar amount or percentage. In addition, the Cruise Fare Watch can be used as a future selling tool to track trends in cruise fare pricing.

“The new Cruise Fare Watch is an amazing tool to have in our arsenal,” said Alicia Geiger, Dream Vacations franchise owner in Sinking Spring, Pa. “It allows us to watch the hundreds of cruises we have booked to make sure we’re giving the best deal to our clients. If the Fare Watch Tool finds a cruise that dropped in price, we can check and possibly get the reduced price or get upgrades for the client. Conversely, if the fare goes up we can notify clients who are thinking of booking to let them know that now is the time before the rate goes any higher. It’s a win-win!”

Dream Vacations, CruiseOne and Cruises Inc. has set the new standard in technology and support by extensively investing in resources to create innovative technology programs that benefit its home-based agents based on their needs. In the past few years, Dream Vacations, CruiseOne and Cruises Inc. has nearly doubled the size of its IT department, and has developed additional cutting-edge web-based business tools such as an enhanced price quote program, group registration websites for franchisees, a modernized Business Center Intranet and more.

People with a passion for travel who want to learn more information about franchising opportunities with CruiseOne/Dream Vacations and business opportunities with Cruises Inc. should visit [www.DreamVacationsFranchise.com](http://www.DreamVacationsFranchise.com) and [www.SellCruises.com](http://www.SellCruises.com).

**About Dream Vacations, CruiseOne® and Cruises Inc.®**

Dream Vacations, CruiseOne® and Cruises Inc.® are part of World Travel Holdings, the world's largest cruise agency and award-winning leisure travel company. Dream Vacations and CruiseOne are franchise opportunities, 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. For more information on CruiseOne/Dream Vacations, visit [www.DreamVacationsFranchise.com](http://www.DreamVacationsFranchise.com), like the Facebook page [www.facebook.com/DreamVacationsFranchise](http://www.facebook.com/DreamVacationsFranchise) and follow on Twitter at @Dream\_Franchise. For more information on Cruises Inc., visit [www.SellCruises.com](http://www.SellCruises.com) and like us on Facebook at [www.facebook.com/SellCruises](http://www.facebook.com/SellCruises).

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