Office of the Mayor
City of Fort Lauderdale

Proclamation

Presented to
CruiseOne in Recognition of the new
Dream Vacations Brand

WHEREAS, CruiseOne®, as part of World Travel Holdings, is the leading home-based travel franchise and has been in operation since 1992; and

WHEREAS, CruiseOne announced at its 2015 National Conference aboard the Norwegian Escape that it was adding a new travel franchise brand – Dream Vacations to its portfolio; and

WHEREAS, while cruise continues to be the company's core business, land vacations are up by double-digits year-over-year and this new brand reflects the evolution of the travel agent industry; and

WHEREAS, in 2011, CruiseOne added the tagline "Dream Vacations Start Here" to their company messaging to convey that their franchisees sell more than cruise vacations; and

WHEREAS, the U.S. Travel Association reported that in 2014 approximately 78% of domestic travel was for leisure purposes. CruiseOne recognized that people did not cruise every year so Dream Vacations also became an investment in the growth of the franchisees' land business; and

WHEREAS, CruiseOne believes that Dream Vacations is a win-win for everyone including cruise lines, franchisees, and hotels and resorts; and

WHEREAS, the Mayor and City Commissioners do congratulate CruiseOne and its franchisees on the launch of the Dream Vacations brand and are proud to issue this proclamation to this Fort Lauderdale based company in recognition of this new and exciting addition to the CruiseOne family.

NOW THEREFORE, WE, as City Commissioners of the City of Fort Lauderdale, Florida, do hereby proclaim **April 8, 2016** as:

Dream Vacations Day

in the city of Fort Lauderdale.

Dated this, the 8th day of April, 2016.

CITY OF FORT LAUDERDALE
SEAL
ESTABLISHED MARCH 27, 1911

Mayor John P. "Jack" Seiler

CITY OF FORT LAUDERDALE

Fort Lauderdale: The City You Never Want To Leave