CRUISE PLANNERS® | AMERICAN EXPRESS TRAVEL

SELL THE WORLD

By Land or By Sea

Cruises | River Cruises | Land-Based Vacations & Tours | Hotels | All-Inclusive Resorts | Rental Cars | Shore Excursions | LGBTQ Travel
Travel Insurance | Passport Services | Special Needs Travel | Destination Weddings | Luxury Yachts | Vacation Home Rentals

WE'RE ANCHORED IN YOUR SUCCESS

WELCOME TO CRUISE PLANNERS

Welcome to Cruise Planners, an American Express Travel Representative, and welcome to the exciting and rewarding world of travel.

I started in the travel industry in 1984 as a travel advisor and years later I used my experience as a foundation to build Cruise Planners to what it is now – more than 1,800 home-based franchise owners nationwide. We've grown into the largest, most respected and awarded travel company in the nation.

The $19 billion travel industry is strong. And as cruising continues to rank number one among consumers for perceived value and vacation interest, the industry needs travel professionals now more than ever to help people plan and book their next vacation.

By the numbers:

- More than 50 million people in North America intend to cruise within the next 3 years.
- Travel agents sell 87% of cruise vacations, according to the American Society of Travel Agents.
- The American Society of Travel Agents estimates that 81% of all tours and packages are sold by travel agents.
- Cruising is the fastest growing and most profitable segment in travel and has the highest level of repeat customers.
- After seven years, 91% of new franchises are still in business, as compared to only 20% of individual new start-up businesses.
- With so much information on the internet, customers are seeking advice from travel agents more than ever.

If you love to travel and want to be your own boss, invest in your passion for travel and join Cruise Planners today!

Here's to your future with Cruise Planners,

Michelle Fee
CEO AND CO-FOUNDER

MICHELLE FEE, CEO & CO-FOUNDER

LET'S UNPACK
AND SEE WHAT YOU'LL SELL

CRUISES

You'll be armed with special deals, exclusive offers and valuable advice on cruise lines and excursions for your clients as you help them navigate the world of cruising.

- Family Vacations
- Contemporary Cruises
- Luxury Cruises
- River Cruises
- Group Cruises
- Weddings/Honeymoons
- Romantic Rendezvous

LAND VACATIONS

From out-of-the-box getaways to revisiting a favorite destination for more in-depth exploration, you will be able to plan a land-based journey to explore the world.

- Guided and escorted tours
- Family-friendly tours
- History and cultural tours
- Religious tours
- Group tours of all sizes
- Adventure tours
- Luxury tours

TRAVEL AGENT ADVANTAGES

- Discounted travel agent rates
- Cruise Planners hosted FAM trips
- Reduced hotel rates
- Booking bonuses
- Conventions/Seminars at Sea
- Top Producers trips

CRUISE PLANNERS® | AMERICAN EXPRESS TRAVEL

"BLUE BOX" PERKS THAT WORK

AMERICAN EXPRESS TRAVEL BENEFITS

As an American Express Travel Service Representative, you'll be affiliated with one of the most recognized and respected brands in the world. Cruise Planners accepts all major credit cards, but as an American Express Travel Services Representative, you'll have access to tools, offers and exclusive programs including:

- **Cruise for Free program**. Your clients can pay for their cruise or vacation package by redeeming their Membership Rewards points. And you earn full commission on every sale.
- **Card member benefits**. You can provide your clients exclusive card member benefits such as the Cruise Privileges Program for Platinum and Centurion cardholders, plus Destination Family, Hotel Programs and other benefits for all American Express card types.

TRAINING PROGRAM

No Train, No Gain

Training is an essential part of your commitment and success strategy. From the award-winning, in-person, new franchisee training program to more extensive, continuous learning opportunities, Cruise Planners supports our travel advisors through all stages of business operation.

Your training and business development team will guide you through everything from setting up your business to teaching you the skills you need to be successful.

S.T.A.R. University - Training begins with a comprehensive 6-day program in Fort Lauderdale, led by the Cruise Planners executive team.

- Product presentations from cruise lines and land tour companies
- Multiple courses led by subject matter experts
- Industry-wide trade show and meet-and-greet with members of the Home Office team
- Ship tours
- Hands-on technology workshop
- Opportunity to interact with the executive team

Cruisitude® Academy - Online learning designed to help you maximize sales and manage your franchise more efficiently and effectively.

- Free for all franchisees
- Comprehensive curriculum containing tutorials covering marketing, technology, group and individual sales, web marketing, social media, accounting and more
- Live or on-demand webinars held during convenient morning and afternoon hours that are also recorded for viewing at your own pace and convenience

Convention - Annual fun and educational networking event.

- Supplier executives and keynote speeches
- Panels and presentations from industry experts and successful agents who share best practices
- Sessions on new products and marketing techniques
- Cocktail parties, dinners, and nights out with partners and Home Office team
- Trade show with more than 80 industry suppliers

Seminars at Sea - Immersive educational program that allows you to learn about the cruise product by experiencing it first-hand.

Boot Camp Training - Extensive programs for beginner or experienced franchisees looking for new ways to improve and grow their business held in various regions of the country.

"I came from the pharmaceutical industry and had no idea about the nuts and bolts of being an agent. The training from Cruise Planners offers a foundation to build your business on, by exposing you to vendors and knowledge that it would take years to gather on your own. The 6 days you spend with them in Fort Lauderdale is just the beginning, but that initial foundation has helped me day in and day out since I started, and the Cruisitude® Academy keeps my thirst for knowledge ongoing."

Valerie Dorsey, MCC
Cruise Planners franchise owner based in Royal Palm Beach, FL

TURNKEY MARKETING PROGRAMS

- Let us do the heavy lifting and help you market to your customers
- More marketing available for free than any other host or franchise company
- Specialized marketing available for Luxury Travel, Land & Tour, LGBTQ, Families, Wedding & Honeymoon and other focus areas
- Hands-free marketing programs, so you can do what you do best...sell travel!

PRINT:

- Free full-color direct mail pieces customized with agents' contact information; mailed to clients at no cost and valued at more than $3,000 annually
- Free ads and made-to-order custom ads
- Direct-to-consumer, twice-per-year personalized magazine with special offers and travel experiences from a variety of cruise lines, destinations and land tours, plus lead-generation mechanics built in.
- Print-On-Demand: your one-stop-shop for creating professional collateral materials, including postcards, flyers, brochures and even vehicle wraps. All personalized with your contact information so you can get the word out quickly about YOUR services

NO ADVERTISING FEES

DIGITAL:

- Your own Cruise Planners website with lead-generation technology and customizable look and feel
- Hands-free weekly Travel Deal and bi-weekly Luxury Travel email campaigns sent automatically to your customers, from YOU!
- CP Social – Social Media program with ongoing supplemental content we post for you
- Free eCard Builder for sending custom messages to your customers and promoting special offers

"I am impressed by the sheer volume of free marketing pieces available to me, and there are new ones unveiled every week, giving me fresh marketing tools to reach the LGBTQ market and drive group business."

Adam Martindale, *Cruise Planners franchise owner based in San Diego, CA*

"I was able to take an original group of only 8 up to 24 travelers using marketing tools provided by Cruise Planners and getting the word out."

Sue Palenik, *Cruise Planners franchise owner based in Rahway, NJ*

Cruise Watcher

CP Genie℠

CP Insights™

MyTrips™

CP Mobile App™

TECHNOLOGY

Become a Techspert.

The Technology Team at Cruise Planners works diligently to ensure you'll have the absolute best and latest technology tools at your fingertips. These award-winning and cutting-edge tools are applauded by agents, and ranked on Travel Weekly's Power List award for technology.

Cruise Planners provides more tools than any other host/franchise company.

CP Maxx™

Report Generator

CP Social™

CP Hub™

CP View™

CP Pod™

CP Web Program Includes:

- Your own Cruise Planners website – completely customized for you!
- Free Leads – lead generating tool provides new client referrals to agents with targeted and actionable leads
- Free Facebook business page with ongoing social media content
- Mobile app for you – access your clients' information and bookings with a tap of a finger from any location
- Mobile app for your clients – trip details, weather forecasts, shore excursions and trip insurance

CP|Central™ includes:

- Best in the Business: Reservation tool with enhanced LIVE inventory online booking system, built to work on any device in any location
- Intranet resource for exclusive specials and promotions, planning and reports
- CP Insights™ and CP View™ tools identifies purchasing behavior, economic and demographic factors for highly-targeted marketing efforts
- Group registration tool with web access to passenger manifests, reservations, reports and more
- Calendar functions to manage events, client birthdays, anniversaries, deadlines and more
- Hands-free, automated emails to booked clients to continue customer touchpoints throughout the booking cycle
- Gift and travel registry for honeymoons and any other special events
- Free electronic brochures that can be customized and sent to clients in seconds

"I am technology challenged and the Cruise Planners system is so user friendly. It's a database, accounting system, marketing tool and booking engine all rolled up into one system. Clients are often impressed that they can access their profile and keep in contact with me, so the mobile app is a huge plus for most of my tech-savvy clients."

Sandy Keel, *Cruise Planners franchise owner based in Jacksonville, FL., shopping in France*

BUSINESS COACHING

We'll Help You Hit it Out of the Park!

The Cruise Planners Business Development Team is geared to support you, and your coach will become your lifeline, your go-to, your friend on the road to success.

We're here to help you:

- Get started on the road to success with 1-to-1 coaching by highly-trained and experienced team members
- Grow your business by providing guidance and proven techniques to create a winning plan
- Navigate the world of travel and point you in the right direction
- Serve as a liaison between you and the travel suppliers
- Learn Cruise Planners' tools and show you how our marketing pieces can help you connect with your clients and build your business

BUSINESS DEVELOPMENT TEAM IS READY TO WELCOME YOU!

"I love the coaching calls, whether it's a good week or a slow one, the Business Development Team always has sage advice on how to kick my business up a notch."

Debra Kerper *(center), Cruise Planners franchise owner based in Carrollton, TX, who specializes in accessible travel, vacationing with her clients.*

"I have found the Business Development Team to be the most helpful people on the planet. They have incredible insight and many have been in the travel industry for decades."

Carol Furst Matulonis, *Cruise Planners franchise owner based in Fort Pierce, FL, vacationing at Sandals South Coast in Jamaica.*

JOIN THE GREEN TEAM!

CRUISE PLANNERS® | AMERICAN EXPRESS TRAVEL

3300 N. University Drive, Suite 1
Coral Springs, FL 33065
888-582-2150 | www.cruiseplannersfranchise.com

RESIDENTS OF THE STATE OF NEW YORK:
THIS ADVERTISEMENT IS NOT AN OFFERING, AN OFFERING CAN ONLY BE MADE BY A PROSPECTUS FILED FIRST WITH THE DEPARTMENT OF LAW OF THE STATE OF NEW YORK. SUCH FILING DOES NOT CONSTITUTE APPROVAL BY THE DEPARTMENT OF LAW.