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Getting Set to Plan the Dream Aboard Celebrity Eclipse
Expedia® CruiseShipCenters® Prepares Largest National Conference Yet

November 28, 2011 – The December 3 sailing of Celebrity Eclipse will be all business as the ship welcomes more than 700 attendees for the Expedia CruiseShipCenters 2011 National Conference.

The theme for the annual event, which includes a delegation of Franchise Partners, Cruise Consultants, and Travel Suppliers, is *Plan the Dream – Work the Plan*. “Every business needs two things,” says Geraldine Ree, Senior Vice President of Sales and Marketing for Expedia CruiseShipCenters, “A leader with a clear vision of where they want their business to be and a well laid out plan for getting there.”

The curriculum for the week-long cruise, which includes keynote presentations from senior industry executives, is designed to help agents and franchise owners build their individual business plan for 2012. “We have also built in plenty of ways to learn from each other with intentional networking time as well as panels and workshops”, says Ree. Delegates will also enjoy some well-earned time for fun with free days in San Juan, St. Maarten and St. Kitts.

Franchise Partner, Mary Beth Casey shares her thoughts on the upcoming conference, “I am most looking forward to planning our dream by focusing on business growth, interacting with sales leaders and those who are doing a great job of building their team of agents,” she says. “I plan to take away new ideas that we can put into action in our host agency and return to work with a renewed commitment to effectively Work our Plan in 2012 and beyond.”

About Expedia CruiseShipCenters

Established in 1987, Expedia CruiseShipCenters is North America’s leading team of cruise vacation specialists with a network of 150 locations and over 3,600 Cruise Consultants. The company has earned numerous awards for franchising, marketing and technology and is recognized as a leading host agency in the travel agent community. For more information, please visit <http://www.cruiseshipcenters.com>

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For more information please contact:

John Felice
Vice President, Corporate Communications, Expedia CruiseShipCenters
Tel: 1-877-398-9090
E-mail: media@cruiseshipcenters.com