

BELLEVUE, WA, September 29, 2013 **/24-7PressRelease/** -- For the third year in a row, Travel Weekly has recognized Expedia CruiseShipCenters with multiple Magellan Awards. This year, the cruise specialists received a Gold Magellan Award in the Print Advertising category for its Vacation Specials Flyer and a Silver Magellan in the Website category for CruiseShipCenters.com. With entries from across the U.S. and around the world, the Magellan Awards is the premier awards program recognizing the best in the travel industry by saluting outstanding travel professionals.

Vacation Specials is a 16 page flyer designed in-house at Expedia CruiseShipCenters featuring an array of travel imagery and a mix of product ranging from contemporary and premium to luxury and river cruises. Vacation Specials showcases the best ships and destinations that cruise vacations have to offer. Expedia CruiseShipCenters' vacation consultants and franchise partners are able to personalize and customize messaging within the piece before it is mailed out on their behalf to targeted households in their community. The annual circulation for Vacation Specials is over 850,000 copies.

Launched in November 2012, Expedia CruiseShipCenters rebuilt its website from the ground up to better showcase travel experiences and the expertise of its vacation consultants. New features include stunning imagery, compelling copy, spectacular videos, and a much more streamlined and easy to use interface so customers can now navigate the site quickly and easily. The new design also has strengthened the relationship between the company's local franchises, vacation consultants and prospective customers. Each of the 4,000 Expedia CruiseShipCenters consultants and 185 locations has their own website variation, giving them the ability to personalize their online presence with a professional headshot, contact information, and "About Me" page. Since launching the new website, its reach has grown to more than 15,000 visitors each day, generating tens of thousands of hot sales leads each year.

"It is such an honor to be recognized for the third year in a row with two Magellan Awards," said Matthew Eichhorst, President of Expedia CruiseShipCenters. "We have put a major emphasis on using technology to personalize our marketing materials to the local level and build stronger relationships between our clients and their vacation consultants. In the end, it's that personal touch that enhances the customer experience."

The honor adds to the already stellar list of Expedia CruiseShipCenters' award winning marketing efforts which has helped consultants generate leads, sell more and build relationships with their clients, in turn making its 185 franchises locations more successful and profitable. To learn more about Expedia CruiseShipCenters, please visit <http://www.expediafranchise.com>.

ABOUT EXPEDIA CRUISESHIPCENTERS Named a fast-growing franchise by MSN Money, Expedia CruiseShipCenters provides exceptional value and expert advice for travelers booking cruises and vacations through its network of 185 franchise locations. As part of Expedia, Inc., the company's 4,000 Vacation Consultants have been navigating spectacular vacation experiences for customers across North America for more than 25 years. For more information on joining the Expedia CruiseShipCenters team, visit <http://www.expediafranchise.com>.

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