



## **The Newest Cruise Planners Franchise, BabyLetsCruise.com, Capitalizes on the Benefits of a Large Company While Providing a Small Company's Personalized Service**

*For the past 22 years, cruising has been the travel industry's fastest growing segment. Founded in 1994, Cruise Planners has been a part of the growing cruise industry and currently has more than 700 franchises. Cruise Planners' has Top Producer status with all the big name cruise lines. The large company has been ranked number one in the Cruise Only Franchises category by Entrepreneur Magazine for the past five years in the magazine's Annual Franchise 500 issue.*

Port Saint Lucie, FL, April 17, 2008 --(PR.com)-- As a franchise, BabyLetsCruise.com has access to Cruise Planners' established buying power. BabyLetsCruise.com also has the advantage of Cruise Planners' strong reputation for quality and service.

In 2004, Cruise Planners became an American Express Travel Services Representative agency. This relationship allows Cruise Planners to offer AMEX Mariners Club benefits. Cruise Planners are also members of the Cruise Line International Association, the National Association of Cruise Only Agencies, and the American Society of Travel Agents.

The new franchise, BabyLetsCruise.com, inherits all these benefits. This extensive experience in franchising gives Cruise Planners a definite edge in setting up BabyLetsCruise.com.

Cruise Planners also offers a support team that brings expertise in marketing and advertising, technology, sales, and training to the new franchise. BabyLetsCruise.com is therefore able to provide top-notch, quality personalized service because it has the small operation's ability to supply individualized treatment while its affiliation with the larger entity, Cruise Planners, allows access to the benefits that derive from the larger and older company's experience and reputation.

Daphne Succes, the Cruise Diva of BabyLetsCruise.com, says, "If you can dream your cruise....I can plan your cruise."

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