

FOR IMMEDIATE RELEASE

CruiseCompete: Revolutionary Website Changes How Travelers Shop For Cruises

DETROIT, MI (May 26, 2010) Experienced travel shoppers know that the cost of a cruise varies; vacationers may find that there is a difference of hundreds, even thousands of dollars, even when shopping for the exact same ship, sail date and cabin. This is because pricing through a local or online agency is affected by many complicated factors.

CruiseCompete is a revolutionary website providing an easy and convenient way to help cruise travelers do just that; they partner with hundreds of agencies to shop for the best deal on the cruise consumer's ideal vacation.

The stumbling block for many vacationers is that there is no way to know in advance which agency will have the best deal on any given cruise. Because agencies aren't allowed to advertise anything but the cruise lines standard retail prices on their web sites, travelers need to know which of the thousands of travel agencies are likely to have the best deals. To get the best deal, they then have to ask these top agencies for one-on-one quotes for sailings, and compare.

How CruiseCompete Works:

Attached is a [brief video overview of how to use CruiseCompete.com](#) to get the best deal on a cruise vacation. (**Video Run Time:** 2:39 -or see the directions below.)

CruiseCompete operates under a very simple concept: consumers just select the cruise they want to take, and independent travel agents compete to offer them the best deal. The consumer compares the offers in their online account, and then contacts the agent or agents with the best offers directly via phone, e-mail or live chat to ask questions or to book.

The first step: consumers choose the cruise they want quotes on. If they are still undecided, CruiseCompete provides a number of tools to help. Cruise shoppers can use the cruise search tool, browse special offers by category or call or chat online with an agent via the Live Help link.

Next, consumers create a CruiseCompete account by selecting a username and password and entering an e-mail address.

Once an account has been created, the consumer clicks on Create a new quote request. (This is a quick process where the consumer chooses their ship and sail date from menus, and provides information about the passengers traveling, and the types of cabins desired.)

Once the traveler has submitted their quote request, CruiseCompete's hundreds of member-agencies can see what the consumer is looking for (though not who they are- the process is anonymous). The agents use search tools themselves so they can quickly identify requests where they know they have a price advantage and submit a quote.

CruiseCompete then e-mails the consumer to let them know when new quotes are available, and provides a link in the e-mail to return to their account and compare offers. CruiseCompete also provides customer reviews of each agency so the consumer knows who they're dealing with.

Once the consumer has compared offers, they can use the included agent contact information to talk with desired agents, to ask questions about the packages or to book a cruise.

For more information on what the Media Has to Say About CruiseCompete.com, please visit http://www.cruisecompete.com/press_quotes.php [CruiseCompete Press Quotes].