

## CRUISELINE.COM, SOCIAL CRUISE REVIEW WEBSITE AND PIONEER OF VERIFIED CRUISE REVIEWS, LAUNCHES

*Cruiseline.com is the only cruise review site to offer verified reviews while providing its community the ability to interact before, during and after their cruise*

New York City (December 5, 2012) – [Cruiseline.com](http://Cruiseline.com), the innovative social [cruise review](#) website community allowing consumers to post and read reviews as well as interact with each other in forums about cruise-related topics, launched today.

Cruiseline.com boasts 36,000 current reviews of which 18,000 are **verified [cruise reviews](#)**. **Verified cruise reviews** offer consumers objective, unbiased views from passengers that experienced specific cruises. Cruiseline.com has partnered with five leading cruise agencies to verify that reviewers did in fact sail on the cruise they reviewed. Visitors to the site can browse a large selection of cruise lines to find [Carnival cruise reviews](#), [Norwegian cruise reviews](#), [Royal Caribbean cruise reviews](#) and content for many other cruise lines.

In addition, Cruiseline.com delivers a social community, user-friendly interface and experience, and customizable profile pages, as well as giving users the ability to create an account via Facebook.

"Finding the perfect cruise is a complex decision given the hundreds of options for ships, itineraries and even cabin choices," said Faraz Qureshi, general manager of Cruiseline.com. "Consumers are looking for objective recommendations to help with this decision, specifically from travelers with similar interests. We want to be that trusted resource for the cruising community as well as provide cruisers the ability to interact before, during and after their cruise."

Though all visitors to the site can access content, creating an account and becoming a member of the community allows consumers to interact within the site. This includes creating a customizable profile to track cruises and earning badges. Other interactive features on the site include:

**Reviews** – In addition to providing a variety of ways to search the site's 36,000 cruise reviews, this section allows visitors to filter by star rating, verified reviews, length of cruise, stateroom, and even traveler type such as couple, family with young children, singles/friends, etc. And, as part of a review, consumers can upload their cruise photos. The site also includes more than 77,000 reviews of hundreds of ports around the world and gives community members the opportunity to add their own quick tips for each port.

**Forum** – The Forum allows members of the community to interact by asking questions and discussing topics. Members can "follow" discussions to receive automatic email updates when a member responds, and can easily view the most popular real-time discussions via "Top Questions".

**Roll Calls** – Community members that have booked their cruise can sign up for Roll Call and converse with other members that will be on the same cruise. Each cruise page in Roll Call features a countdown clock so passengers can count down to "bon voyage".

Cruiseline.com partners with five agency brands at launch — Cruises.com, Cruise411, CheapCruises.com, Vacation Outlet and CruisesOnly, America's Largest Cruise Agency. The brand's websites will be "Powered by Cruiseline.com" and the site's reviews will become a part of Cruiseline.com's portfolio.

Following this beta launch of Cruiseline.com, future enhancements will include a mobile-optimized site, iPhone® and Android™ apps, Facebook integration, photo sharing and additional verified cruise reviews.

### **About Cruiseline.com**

Cruiseline.com is a social cruise review community website and the pioneer of verified cruise reviews providing consumers with objective, unbiased views from passengers that experienced specific cruises. The interactive site features a social platform for cruisers to post and read reviews and get helpful cruise information. It provides a forum for discussion and a roll call allowing its community of members to interact with consumers booked on the same cruise. Cruiseline.com is a subsidiary of World Travel Holdings with its own management and development team based out of New York City.

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