

## MEDIA RELEASE

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19 September 2014

### TravelCube launches new promotion as cruise travel grows

Online booking site [TravelCube](#) has launched a new promotion to help retail travel agents book hotels, transfers, sightseeing and more for cruise passengers. A dedicated microsite, [www.travelcube.com/cruise](http://www.travelcube.com/cruise), will help the industry serve [demand that has increased 77% to 21.3 million passengers](#).

Although the majority of the world's passengers come from North America, 1.7 million hail from the UK and Ireland according to research by the Cruise Lines International Association. The average length of a cruise is seven days with three to four port calls, giving plenty of opportunity for agents to recommend attractions, tours and experiences to passengers. With many cruise packages booked far in advance, TravelCube has secured room availability until 2016 or beyond.

"TravelCube gives agents accommodation options before and after the cruise, tour guide and transfer services, unique experiences, excursions and attraction tickets too. All can be booked in the same place, easily helping agents to upsell and offer excellent customer service," says Paul Hewer, Head of Sales for TravelCube UK & Ireland.

Piloting in the UK initially, the website is expected to be a major success and will be rolled out elsewhere in the future. It will be supported by an email campaign focusing on ports in Asia Pacific, the Americas and the Middle East. [www.travelcube.com/cruise](http://www.travelcube.com/cruise) features hotels in 14 key cruise destinations in these regions.

Agents can earn commission on every part of their pre- and post-cruise booking with Travel Cube from hotels and transfers to airport lounges and sightseeing. Excellent cancellation policies and online booking amendments are enhanced by unrivalled customer support during the trip.

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#### Notes to Editors

- Powering global travel, TravelCube is GTA's booking site in 54 countries throughout Europe and Latin America. Accessed online or via XML, we connect retail and online travel agents, tour operators and consolidators to tens of thousands of accommodation options, tour guide and transfer services, unique experiences, excursions, attraction tickets and restaurants, as well as destination information and advice. Processing thousands of bookings every day in more than 25 languages online and around the world, TravelCube's reliable technology provides unrivalled content at the best possible prices. Our global influence, coupled with a thorough understanding of destinations and the insightful application of local expertise and support, secures year-round business for our partners. Backed by the security and stability of a hundred-year heritage and one of the biggest networks on the planet, our people are dedicated to providing excellence, always. [www.travelcube.com](http://www.travelcube.com)
- GTA provides ground travel products and services for fully independent travel, supporting the biggest and best in travel. Part of Kuoni Global Travel Services, a division of Kuoni, GTA is trusted to deliver because of its wealth of experience, privileged relationships and on the ground expertise. Its technology solutions easily connect travel suppliers and sellers worldwide. Booking sites – GTA retail, TravelCube and Travel Bound, as well as GTA wholesale – process over 21,000 bookings daily, in more than 25 languages. Connect now with GTA at [www.gta-travel.com](http://www.gta-travel.com)