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## RCI, the Global Leader in Vacation Exchange, Selects World Travel Holdings as New Private-Label Cruise Partner

*Members receive exclusive deals by booking through RCI Cruises*

**WILMINGTON, Mass. (Oct. 1, 2019)** – [RCI](#), the world's largest vacation exchange company has teamed up with the nation's largest cruise agency, World Travel Holdings, as its private-label cruise partner. World Travel Holdings' agents are now booking cruises online and directly for millions of RCI's members through [RCI® Cruises](#).

"We are thrilled to be partnering with World Travel Holdings to offer our members the company's outstanding expertise and service when booking their next cruise vacation," said Fiona Downing, senior vice president, Global Strategic Growth & Development for RCI Exchanges. "Cruising has always been incredibly popular with RCI members and being able to offer an even wider array of cruise offers will help to further expand their vacation possibilities. Enhancing the RCI travel portfolio with new services aligns with our vision to put the world on vacation in a way no other company can."

Through this partnership, RCI members have access to World Travel Holdings' exclusive offers and pricing on every major cruise line. Members also receive an RCI Cruise Club exclusive onboard credit offer of up to \$1,500, available on every sailing and stateroom category.

"Our partnership with RCI enables us to deliver enhanced services and travel options to members planning dream cruise vacations," said Jennifer Gasser, senior vice president of the Partner Brands division at World Travel Holdings. "Our private-label program allows us to partner closely with RCI to create a Cruise Club that uniquely meets the needs of RCI and its members."

World Travel Holdings has more than 20 years of experience creating and managing licensed private-label travel programs for some of the top travel providers including almost every U.S. airline, leading hotel brands and prominent corporations.

For more information about World Travel Holdings' private-label partner program, please visit [www.WorldTravelHoldings.com](http://www.WorldTravelHoldings.com).

### **About World Travel Holdings**

World Travel Holdings is the nation's largest cruise agency and award-winning leisure travel company with a portfolio of more than 35 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, resort vacations, car rentals, resort day passes and luxury travel services, World Travel Holdings has a vast portfolio of licensed private-label partnerships comprised of top travel providers, including almost every U.S. airline, leading hotel brands and prominent corporations. The company also operates a top-rated travel agency franchise and the country's original host agency, and is consistently recognized as an industry leader in work-at-home employment. Its global presence includes operating multiple cruise and vacation brands in the United Kingdom. World Travel Holdings has offices in Wilmington, Mass.; Ft. Lauderdale, Fla.; Virginia Beach, Va.; New York, NY; and Chorley, England. For more information, visit [WorldTravelHoldings.com](http://WorldTravelHoldings.com).

## About RCI®

[RCI](#) is the worldwide leader in vacation exchange, housing a unique portfolio of brands. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry's first global points-based exchange system, RCI offers its 3.8 million members access to more than 4,300 affiliated resorts in approximately 110 countries. RCI's luxury exchange program, The Registry Collection® program, is the world's largest program of its kind with approximately 200 affiliated properties either accessible for exchange or under development on six continents. RCI's portfolio of brands also includes [Love Home Swap](#), one of the world's largest home exchange programs, [DAE](#), a direct-to-member exchange company, and [@Work International](#), a leading provider of property management systems. RCI is part of [Wyndham Destinations](#) (NYSE:WYND). For additional information visit our [media center](#). RCI also can be found on [Facebook](#), [YouTube](#) and [Twitter](#).

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