

# Expedia Cruises

## Franchise Summary

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**Category:** Travel Services

**Subcategory:** Travel Agencies

**Corporate Office:** Vancouver, BC V6E 3X1

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**Website:** <https://americasgreatestfranchises.com>



**Franchise Fee:** \$52,500

**Royalties:** \$.34 PSF

**Cash Investment:** \$300,000

**Total Investment:** \$721,109 - \$1,420,469

**NetWorth:** \$1,000,000

**VetFran:** Yes

**Home-based:** No

**SBA approved:**

**Master Franchise / Area Developer Opportunity:** Yes

**Founded:** 2007

**Franchised:** 2012

## Additional Details

With an Expedia Cruises franchise, your clients can own a retail travel agency that's connected to their community – backed by one of the most recognized brands in travel. As a full-service retail travel agency specializing in cruises, each franchise offers customers Expedia pricing AND personal service on All-Inclusive Resorts, Coach & Rail Tours, Vacation Packages, Homes & Villas, Insurance, Flights, Hotels, and Activities.

### Top 3 reasons our industry is a great investment:

1. The cruise industry is booming once again with 31.5 million passengers expected to cruise in 2023. Cruise lines are also investing billions on sustainability measures and new ships; over 75 new cruise ships set to debut between now and 2027.
2. Booking a cruise can be complicated. That's why 70% of all cruises are booked through a travel agent instead of a website according to Cruise Lines International Association.
3. Cruising has the highest repeat factor of any vacation with 85% of cruisers saying they will cruise again. Expedia Cruises' model is focused on building loyalty and creating Customers For Life.

### WHY Expedia Cruises?

**Powered by Expedia** – As part of the Expedia Inc. family of brands, our franchisees leverage billions of dollars in buying power on a wide range of travel products (not just cruises) and a globally recognized brand in their local retail business.

**Retail Returns Equity** – Our Franchisees build equity in their business as they create a retail presence in their community, develop a large team of Vacation Consultants and grow their database of repeat customers. With no limit on team size, franchisees can infinitely scale their business over time.

**Strong Industry Relationships** – Our massive sales volume and the relationships we've been building with cruise lines since 1987 allow us to secure competitive pricing and Expedia Extras (onboard credits, upgrades, etc.) that other cruise sellers simply cannot match.

### Our IDEAL FRANCHISEE / CANDIDATE:

Successful franchisees are proactive, outgoing leaders who want to leverage Expedia Cruises' proven system to build equity in a business they're passionate about. They want to be active full-time owners and managers in a retail business that is connected to their local community. They are business-minded and driven, but also nurturing with the ability to train, coach and motivate a large sales team to success. Our Franchisees are often couples who start the business with one partner continuing to work full-time until the business is self-sustaining.

### AVAILABLE MARKETS

US markets available: Prime markets available across the United States

NOT Registered in: HI, MD, MN, ND, SD & RI

Canadian Referrals: NO

International Referrals: NO

### SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Yes - Third Party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Recruiting Assistance: Yes

Co-Operative Advertising: Yes

### Training Details:

## **BACKGROUND**

Year founded: 1987

Year Franchised: 1987

Number of franchises currently operating: 230 open, 260+ awarded

Number of corporate owned franchises: 0

Home Based: NO

Absentee ownership available: NO

Accepting Master Franchisor and Area

Developer Referrals: NO

Average number of employees required: 0 -

Independent Contractor Business Model

## **FINANCIAL DETAILS**

Franchise Fee: Single: \$39,000

Cash Investment: \$250,000

Total investment range: \$167,250 - \$292,245

Net worth requirement: \$750,000

Royalty: 9% of commission revenue

Additional fees: \$600/month

Providing earnings guidance in Item 19 in FDD:  
YES

VetFran program: YES

E2 Visa Friendly: YES

*Last updated: 7/19/2023*

- At Expedia Cruises, our mission is to provide our franchisees with a system to build a profitable and valuable business.
- A dedicated start up team will guide your clients through each step of the build out and onboarding phases as they learn the cruise business and recruit a team of Vacation Consultants prior to opening.
- Initial training includes one week of intensive instruction at our corporate head office in Vancouver, and weekly conference calls.
- After launching, a Franchise Performance Coach will work with them to set business goals and provide 1-on-1 coaching and support to achieve them.
- Ongoing communication and training is provided through a monthly newsletter, quarterly conference calls, and bi-annual meetings for all franchisees -- one of which is our annual National Conference held aboard a 5-7 day cruise.