



Why has cruising in Europe become so popular?

Several factors have converged to create an extraordinary value when cruising in Europe this summer.

The Euro and British Pound have posted tremendous increases in value against the US dollar - which means a hotel room you would have paid \$180 per night for last year will now cost roughly \$265, not to mention all of the meals, taxis and entertainment you have to pay for.

Second, a pent-up demand has been building since 9/11, and at this point American's feel comfortable traveling to Europe and will be doing so in great numbers.

What we now have is these and other factors creating a huge demand for what likely will be a very expensive trip.

Cruise lines have reacted quickly and there are many beautiful new ships sailing throughout the Med, Greek Isles, Britain and the Baltics - but they are filling up fast as consumers realize the value inherent in cruising.

Why? You purchase your cruise in US currency and don't have to absorb the exchange rates! Also, the airlines have limited service to Europe and inexpensive seats are selling quickly - cruise lines offer subsidized air, which can help you save more.