



The good, the bad and the ugly of the Internet.

The internet is a wonderful resource for researching travel options. Each cruise line has its own web site which acts as an electronic brochure to display their products to consumers, and in some cases offer the option of booking directly online.

The downside of online booking is while these sites may provide some good info about their cruises, most cruisers don't have a true basis of comparison or point of reference. There is no one to determine if this is the right cruise for your vacation, or to work on your behalf to enhance your cruise experience, or handle problems...you are essentially buying blind and are at the mercy of that cruise line.

Another option is an on-line, price-driven agency. While this may at first seem tempting, rampant reports of awful customer service (and worse) are all too common when it comes to answering tough questions and dealing with important issues.

Remember the statement "What you don't know can hurt you"? A cruise professional will make suggestions and guide you through the entire process, including helping to select the best cruise for your vacation dollar.