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Best Cruise Deals: Travel Website Offering Cruises at Cost In Effort To Draw Attention To Brand

Rooms101.com has chosen to forgo any added fees, commissions or extra charges for all cruises booked through the booking engine on their website.

Rooms101.com, a travel website specializing in *Promotional Vacations* and discount vacation packages is allowing consumers to bypass the typical “processing fees”, commissions and mark-ups added onto cruise prices by supposed discount, cheap & last-minute cruise websites such as Expedia.com, Cheapcruises.com and Lastmintecruises.com. As explained by Rooms101.com co-founder Josh Williams, “We have decided to offer a real value on a popular travel product where we do not generate any revenue for ourselves in order to draw attention and visitors to Rooms101.com and our core product, *Promotional Vacations*. This is our loss leader.”

Rooms101.com’s cruise booking engine offers all of the major cruise line brands including Carnival Cruise Lines, Royal Caribbean Cruises, Holland America Line, Disney Cruise Line, Norwegian Cruise Line and many more. In fact, the Rooms101.com cruise booking engine is powered by the same back-end provider/indexer as Travelocity.com, Priceline.com and most other major travel websites. The only difference is Rooms101.com has not added or built in any fees.

For instance, a comparison on 9/29/09 between Rooms101.com, Expedia.com and Cheapcruises.com for a 3 night Carnival Cruise departing Cape Canaveral for the Bahamas on 1/28/2010 came in at \$481.89 on Rooms101.com. The same cruise costs 11.8% more at \$516.90 on Cheapcruises.com and 15% more at \$531.90 on Expedia.com. In some cases, you can get in excess of a 50% savings on Rooms101.com.

In addition, the Rooms101.com booking engine has the lowest minimum down payment for this cruise at \$179, with Cheapcruises.com coming in at \$219 and Expedia.com requiring full payment.

A little known fact is that all the major travel websites such as Travelocity.com, Expedia.com & many others use third party booking engines for cruises, rental cars and airfare. They do this because their main business is booking hotel rooms and this is where they assert the most control over the market and are able to maximize their earnings. They continue to offer these outsourced travel products through their site in order to maintain a full-service travel marketplace. Rooms101.com has the same goal but has opted to use the lowest-priced cruise deals as a way to introduce people to Rooms101.com.

Rooms101.com is a 21 year old travel agency specializing in promotional vacations. Rooms101.com is CLIA accredited and maintains a seller of travel license in the state of Florida. Over the last year, more than 168 websites have combined to create Rooms101.com. Until then, these 168 websites focused on promotional and discount vacation packages primarily for Las Vegas, Orlando and the Bahamas. Rooms101.com now has discount vacation packages for over 16 destinations including Playa del Carmen Mexico, Branson, Puerto Rico, Williamsburg Virginia and many more with a new destination added every week.

Rooms101.com wants to educate the American consumer on the availability of its promotional deals. Instead of spending millions of dollars on advertising, Rooms101.com is marketing cleverly with funny “spoof” commercials of the “Traveling Gnome” and William Shatner, offering Layaway plans for its vacation packages and offering ancillary products such as cruises at cost. The Rooms101.com cruise page can be found at <http://rooms101.com/cruise-deals>

Rooms101.com Co-Founder & Vice President Josh Williams is available for comment.

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