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International Cruise & Excursions, Inc. and Westgate Resorts launch new Westgate Cruise & Travel Collection

ICE partners with Westgate Resorts to launch an exclusive new branded membership program for Westgate Vacation Owners.

Scottsdale, AZ – March 26, 2011 – International Cruise & Excursions, Inc. (ICE), a worldwide travel and leisure organization with a global network of innovative travel alliances has partnered with Westgate Resorts to launch the Westgate Cruise & Travel Collection; an exclusive membership designed to offer the ultimate in flexibility and travel options for Westgate Vacation Owners. The new Westgate Cruise & Travel Collection Platinum offering provides expanded membership options and incentives including an array of lifestyle-oriented leisure activities such as cruise exchange, golf, ski, spa and wellness benefits.

ICE is one of the largest cruise distributors in the world and has been providing the timeshare industry innovative sales and marketing programs centered on cruise benefits for nearly fifteen years. ICE utilizes proprietary technology to deliver vacation benefits, incentives and membership programs to business partners under private branding. ICE and Westgate have been successfully working together on a variety of cruise and marketing programs for over ten years.

“The new Westgate Cruise & Travel Collection is a natural expansion of our very successful long term relationship with Westgate. We are thankful for the mutually rewarding partnership we have shared over the past ten years, and we look forward to continuing to create innovative sales and marketing programs to enhance the Westgate sales program and provide extraordinary benefits to Westgate’s owners” said Marcia Rowley, Co-Founder and CMO, ICE Enterprise.

The Westgate Cruise & Travel Collection will provide Westgate owners with exclusive discounts and benefits on cruises unmatched in the industry today as well as unique and

valuable offerings in golf, hotel, ski, spa and other lifestyle-oriented benefits. Members will be able to trade, with no exchange fees for cruise and tour vacations, and will have access to significant discounts on hotel, resort and experiential vacations, all with a Price Match Guarantee. Members will also have access to an exclusive Vacation Concierge to help craft their perfect vacation. All benefits will be delivered using ICE's proprietary booking technology, international service centers and buying power under private branding for the benefit of Westgate.

“Westgate is committed to providing the best possible products and services to its owners, and ICE has been a valued partner in delivering vacation dreams to our owner base. ICE has also been an important part of our sales and marketing programs and we are proud to enhance our longstanding partnership by offering the new Westgate Cruise & Travel Collection” said David Siegel, Founder and CEO of Westgate Resorts.

About ICE:

ICE is a worldwide travel and leisure organization with a global network of innovative travel alliances including resorts, cruise lines, excursion and leisure travel providers. ICE provides innovative vacation programs, unique membership reward/loyalty programs, as well as cruise and vacation fulfillment services to more than 150 major corporate brands serving more than 55 million consumers worldwide. Enjoying more than 15 years of tremendous growth and a legacy of successful industry innovation, ICE continues to raise the bar in creative marketing solutions, client services and passionate performance within the travel industry. Visit www.iceenterprise.com for more information.

About Westgate Resorts:

Westgate Resorts is the largest privately-held timeshare company in the United States with over 450,000 owners worldwide. With twenty-eight resorts located in some of the most highly sought after locations across the country, Westgate has developed an industry-wide reputation for superior vacation experiences and owner benefits. With over 6,000 employees worldwide and headquartered in Orlando, Florida, Westgate has been a leader in the timeshare industry since 1982.

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For More Information

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