

New iPhone Cruise Finder App Sets Sail

DELRAY BEACH, Fla., July 14 (SEND2PRESS NEWSWIRE) – iCruise.com, a leading national travel retailer of cruise vacations, announced today the launch of its new [Cruise Finder app](#) for iPhones, iPods and iPads. The free download will give travelers access to detailed information about hundreds of ships and thousands of cruise itineraries.

Cruise Finder™ provides a simple interface that allows users the ability to quickly and intuitively search the extensive cruise database created by iCruise.com. With multiple search options, users can find a cruise by destination, departure date, departure port, and cruise line or cruise ship.

In addition to the comprehensive search tools, iPhone users can browse information about 20 different cruise lines, 200 ships and 12,000 itineraries. Over 32,000 new images were created especially for this app. Users can view cabin photos and descriptions, as well as deck plans that show stateroom locations. A unique Cruise Calendar provides an overview of where the worldwide cruise fleets are sailing at any given time.

According to [iCruise](http://iCruise.com) co-president Uf Tukul, “There’s a lot of vacation discussion and planning that occurs away from the personal computer. We wanted to build a visually appealing app that would harness the content and features of our Web sites in such a way that we could quickly and concisely communicate the value and benefits of a cruise vacation to the mobile user. We believe the Cruise Finder iPhone app has achieved that.”

The Cruise Finder iPhone app not only appeals to those who are planning a vacation, but also for guests who are already booked on a cruise. Tukul stated, “There’s an abundance of useful information available including cruise port driving directions, pier parking data, updated port weather conditions, and a lot more. Users can even share information with friends and family via email, Facebook or Twitter.”

Cruise Finder users can also save their favorite ships and itineraries for future reference, then easily request a quote for any departure via email or by a direct “connect me” button on the iPhone app which will connect them to the iCruise.com consumer reservation center.

Tukul added, “We certainly believe that this app will appeal to cruise enthusiasts, but we really hope that mobile technology will be a new platform for us to help introduce cruising to folks who never thought they’d consider it.” iCruise.com will continue to add new features to enhance the value of the program and ensure that it remains the most complete and user-friendly application in the travel sector.

Cruise Finder is free and can be downloaded at www.iCruise.com/iphoneapp.

Those who download the app and subscribe to the [iCruise](http://iCruise.com) newsletter from their iPhone are automatically entered to win one of 4 Apple® iPads that will be awarded weekly starting August 1, 2010. The iPads are courtesy of Celebrity

Cruises to mark the opening of their new Celebrity iLounges on the Celebrity Solstice and the Celebrity Summit.

About iCruise:

iCruise.com is a unit of WMPH Vacations, an award-winning global cruise and travel retail company headquartered in Delray Beach, Florida. WMPH also operates CruiseCheap.com, EuropeCruises.com, AlaskaCruises.com and HawaiiCruiseOutlet.com.

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