

# BarbadosForaDay.com

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Stuart Cohen, President  
ResortForaDay.com  
stuart@resortforaday.com  
(631) 940-7061  
Facebook: BarbadosForaDay.com

## **BarbadosForaDay.com Launches, Features Three Prime Barbados Beach Resorts**

### ***The Barbados Tourist Authority Cruise Department Partners with ResortForaDay to Offer High Value Shore Excursions***

Long Island, NY (December 2, 2010) – The BarbadosForaDay.com Cruise Pass is now available for sale to cruise passengers visiting Bridgetown, Barbados. Ideal for couples, families and groups, the new shore excursion provides a new income source for travel agents and provides cruisers with an option to play for a day at upscale beach resorts. BarbadosForaDay.com is the fourth product introduced in 18 months by ResortForaDay.

Just minutes from the Bridgetown Cruise Ship Terminal are the three featured properties; The 5-star Hilton Barbados, the elegant 4.5-star ACCRA Beach Hotel & Spa and the all-inclusive Almond Casaurina.

“Why would agents limit themselves to earning only what the cruise lines pay?” asks Stuart L. Cohen, MCC and president of ResortForaDay. “Why would agents limit the fun options that are available to their cruising clients? I encourage agents to lift these limits and super-size their income today. Why not offer this fabulous “day-cation” opportunity?”

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BarbadosForaDay.com pays travel agent commission ranging from 10% to 14%. Agents who have not yet registered to sell any of the ResortForaDay products may visit the site and register today.

According to Ryan Blackett, director of cruise tourism at the Barbados Tourism, more than 17 cruise ships operated by 7 cruise lines will bring well over 630,000 cruise passengers to the Bridgetown Cruise Terminal in 2011. Poised for significant port expansion plans, the Blackett is excited to make Barbados an even more appealing port of call through the new product launch.

BarbadosForaDay.com web site showcases the three luxury and all-inclusive properties available to visiting cruise guests. The BarbadosForaDay Cruise Pass offers a “day-cation” at the property of their choosing, enabling them to sample hotel amenities including beaches and pools. All passes also include lunch, soft drinks, with some offering spa massages as well. Cruise Pass rates start at \$58 per adult and \$40 for children. Groups book on a custom order form and receive a special group discount.

### **ResortForaDay**

JamaicaForaDay.com, BahamasForaDay.com, GrandCaymanForaDay.com and BarbadosForaDay.com are created by Stuart L. Cohen, MCC, a 22-year travel industry veteran and former sales and marketing executive with World Travel Holdings, NEST and Vacation.com. The company plans to expand this concept to other ports and resorts.

Cohen also operates Exclamation Points, !nc., a business coaching company providing sales and marketing training for travel industry suppliers, agency associations, and agents. In 2010 he was a featured speaker at such international conferences as Vacation.com, the American Marketing Group, Home Based Show/CruiseWorld 2010 and the CruiseOne and Cruises Inc. national conference. Details can be found on [www.ExclamationPointsInc.com](http://www.ExclamationPointsInc.com).

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