

TRAVEL

YOUR SHIP OF DREAMS

Travellers are seeking rest, relaxation and revelry on the high seas

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CORRESPONDENT

It used to be the sole domain of your grandparents, maybe a rich widow with a lonely heart and time to spare.

In fact, to a generation of baby boomers, cruising was something you did on a Saturday night.

My, how times have changed.

"Cruise liners were typically thought of as strictly for retired people or those with lots of money," says Jane Milrose, owner of CruiseShipCenters in Markham. "But that's not the case any more. There are cruises for

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families, singles, all-inclusive. And what people are starting to realize is when you compare a cruise to a similar holiday on land, it is cost-effective."

With prices ranging from \$1,000 (Cdn) a week for the budget conscious to \$22,000 (U.S.) for a whirlwind world tour, there is

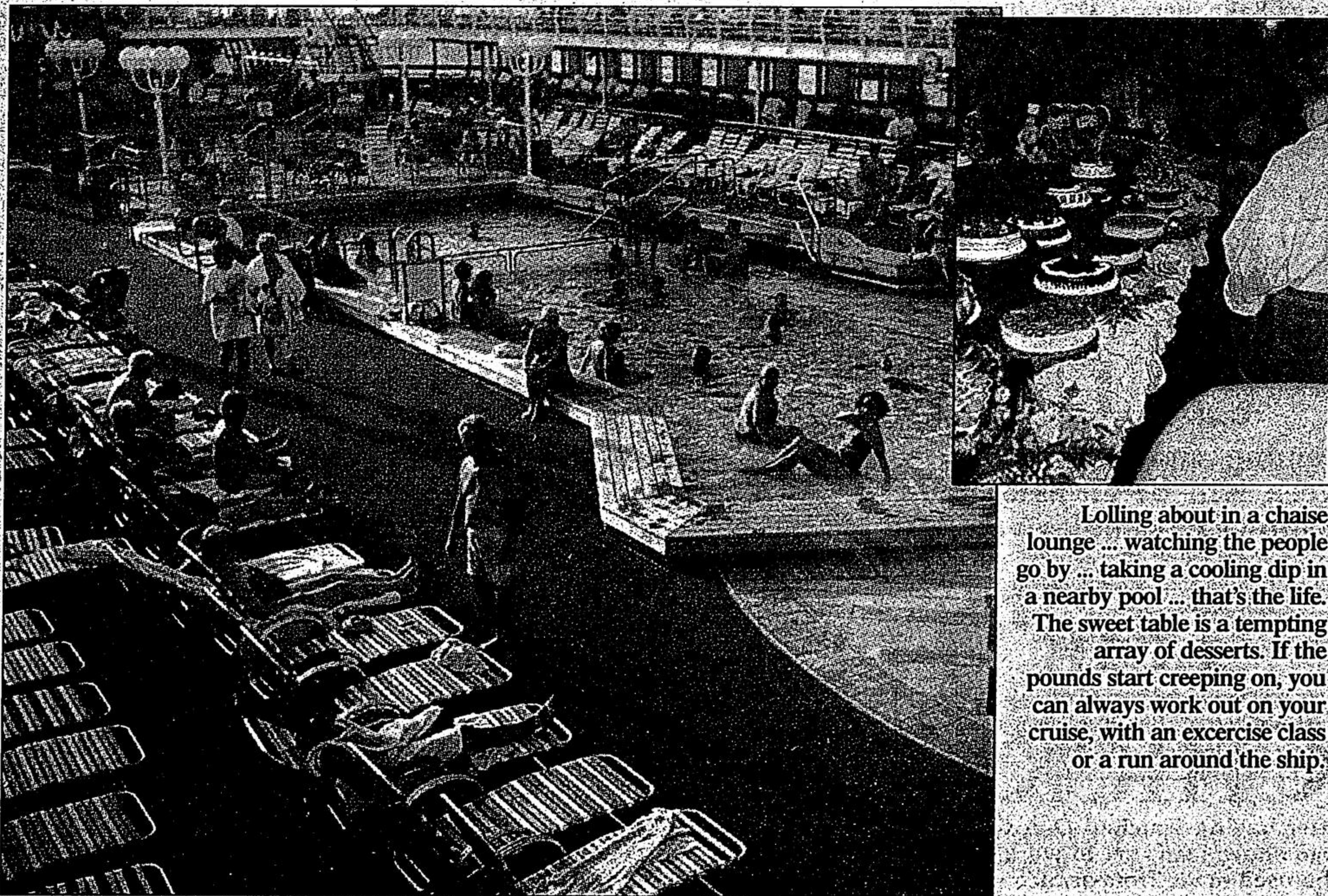
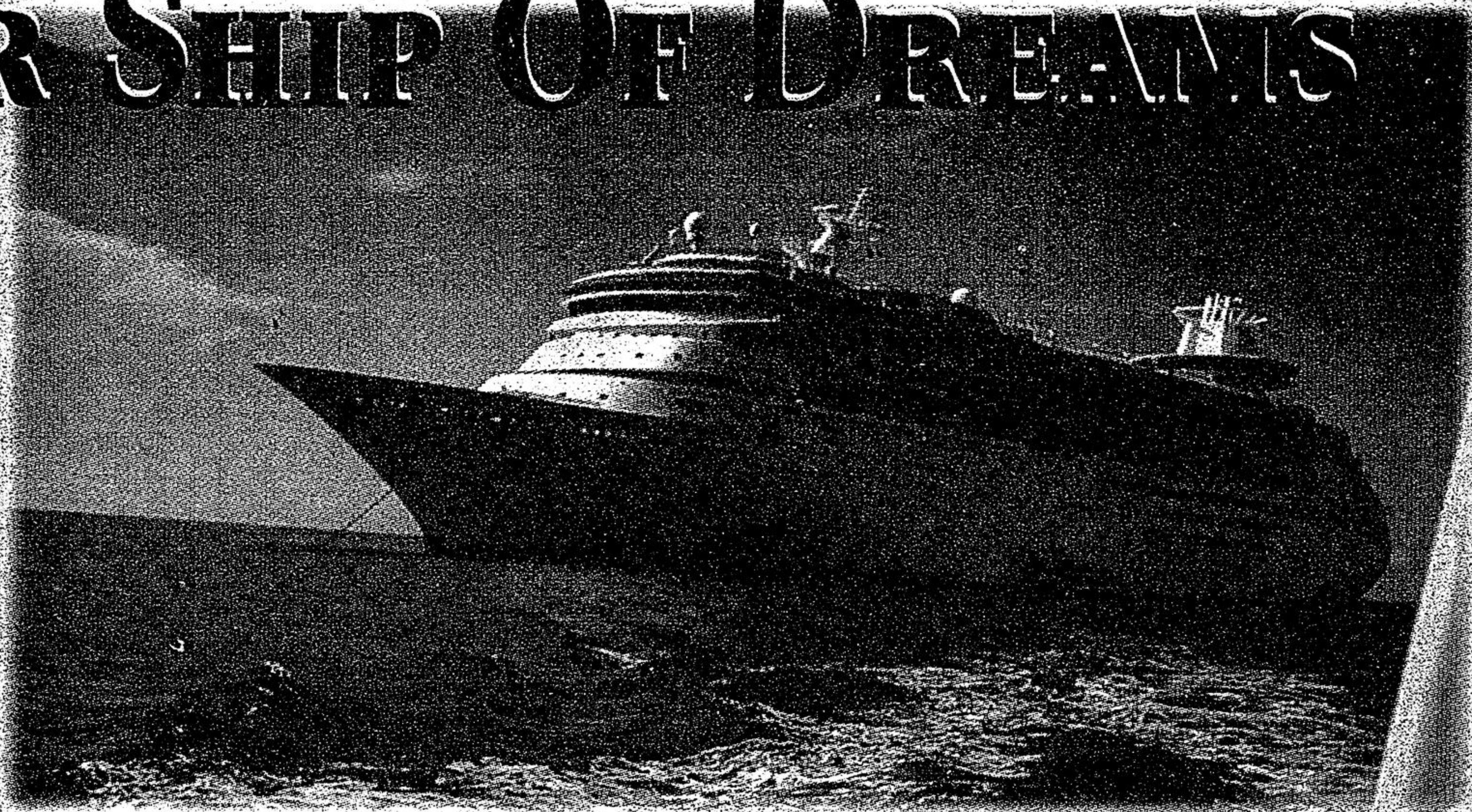
something for everyone. And almost every-one, it seems, is buying.

"We're seeing a 10- to 15-per-cent rate (increase) annually," says Dave Burleigh, owner of CruiseShipCenters in Woodbridge. "A lot of people are starting to discover just what I discovered 10 years ago. I've never since wanted to go back to a land-based resort."

Burleigh says affordability is driving the increase.

"With newer, bigger ships on the water, cruise lines are able to keep their costs down. To meet demand, the number of available cabins is expected to double in the next four years."

Variety, apparently, is also turning out to be the spice of life for cruise companies. Perhaps you're looking for a theme, maybe a Las Vegas-style floating casino. Sway to the sounds of jazz for a week or drown your sorrows with a country-western theme. You can mingle with your favourite athlete on any number of sports-accented cruises



Lolling about in a chaise lounge ... watching the people go by ... taking a cooling dip in a nearby pool ... that's the life. The sweet table is a tempting array of desserts. If the pounds start creeping on, you can always work out on your cruise, with an exercise class or a run around the ship.

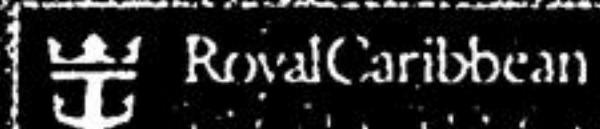
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