



## **Independent by Liberty Travel Launches Personalized Websites for its Travel Advisors**

### **Customized, Branded Sites Will Be Managed & Updated by ILT, Making Process Seamless for Independent Advisors**

Montvale, NJ – February 25, 2019 – **Independent by Liberty Travel (ILT)** has taken yet another step in helping to support its growing base of travel advisors with the launch of personalized, customizable websites for all. The independent advisors will be able to brand the sites in a way that best reflects their agency, without the hassle of managing or updating the backend or product-related content. Here are some of the highlights of the new ILT advisor sites:

- Customized homepage with advisor branding and headshots
- Agency details, social media icons and agency specific domain
- A variety of website templates and color palette options to reflect the advisors' personal brand
- Hassle-free upkeep with site management and content updates handled by ILT
- The websites are completely mobile responsive, visible and interactive on all devices

“We strive to provide our independent advisors with all of the products and tools necessary to make their jobs as turnkey and seamless as possible. A website in today’s travel shopping environment is on the top of the priority list for ways for us to support our team and maximize visibility,” said James N. Bovino, general manager, ILT. “Getting bogged down in the process, the tech and the minutia of details stands in the way of client service and selling. We have delivered a website solution that is personalized and reflective of their brand, while void of any of the backend work, which they can leave to us to manage.”

The websites are user-friendly, easy to navigate and all travel content is automatically updated by ILT. Suppliers, content, specials and promotions are all handled and continually refreshed on their behalf; no maintenance is required. Tabs include home, cruise, river cruises, vacation packages, touring, destination guides, digital brochure racks, travel resources & more. There is

robust content from 100 cruise, tour, wholesaler, resorts and daytrip suppliers. The site is regularly infused with promotional offers, ILT exclusives and specials. Search options are available on multiple pages, making it easier for consumers to browse and shop.

The new website program is in partnership with Passport Online Inc. “We are dedicated to providing a seamless presentation of preferred supplier content so ILT’s consumers can shop and dream on the advisor’s website. They are designed to build confidence and trust in the consultant’s expertise. We know the website and social media are simply an extension of the consultant’s business and it is our goal to be sure it reflects the advisor and the ILT supplier portfolio in a way that makes them proud,” said Jeanne Colombo, vice president of strategic partnerships, Passport Online.

For more information on **Independent By Liberty Travel**, advisors can contact the business development team at (877) 219-5005, by email at [info@IndependentLT.com](mailto:info@IndependentLT.com) or on the website [www.IndependentLT.com](http://www.IndependentLT.com).

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#### **About Independent by Liberty Travel**

The ILT is a group of self-motivated, travel-loving advisors who are independent, yet part of the expansive Flight Centre Travel Group (FCTG) family, the parent company of ILT. These independent advisors can do business where and how they choose, based on their customer’s preferences. ILT not only addresses the changing way people work, but the way customers shop for travel. Those who are part of **Independent by Liberty Travel** have the best of both worlds; entrepreneurship and flexibility, combined with the stability and support of an iconic brands that is synonymous with travel. While this a wonderful option for those with an established book of business, it also presents opportunities for those looking for a career change, or travel enthusiasts who have always thought, “I wish I could do this for a living.” Whether new to or re-entering the work force, or shaking things up, **Independent by Liberty Travel** is welcoming applicants at all levels.

There are a host of benefits to those who are part of the Independent by Liberty Travel network, including being your own boss and working wherever and whenever fits into their lifestyle. It can be incredibly lucrative with industry-leading commissions on sales and up to a 90% commission split. The Independent by Liberty Travel network has access to all of Flight Center Travel Group’s exclusive hotel, air, cruise, and tour partners, making travel – and selling – possibilities endless.

#### **About Passport Online**

Passport Online is the leisure travel industry leader in website, web content, email marketing, and social media solutions. Passport also offers state of the art booking engine solutions for b-to-b and b-to-c needs. A major distribution channel for leisure travel suppliers to connect with the leading consortia, retail agencies, professional home-based agent networks, and their clients, Passport Online enables millions of consumer shopping sessions on thousands of travel agency websites. For more information, visit [www.passportonlineinc.com](http://www.passportonlineinc.com).