

**FOR IMMEDIATE RELEASE**

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**Blue Sky Tours Joins Passport Online Supplier Network**  
NexCite and VacationPort Users Can Now Offer Blue Sky Packages  
Through Agency Websites, Consumer Emails, Social Media Channels

Beaverton, Oregon – Passport Online Inc., the Internet marketing solutions company for leisure travel agents and suppliers, has added Blue Sky Tours to its already robust supplier list of major cruise, tour, destination and hotel suppliers. Passport offers the most complete content portfolio for travel agent websites, including nearly 100 of the industry's top suppliers.

As with all Passport Online supplier partners, travel agents who have Passport Online's NexCite (a full website program) or VacationPort (a web content system) now have access to all content provided to Passport from Blue Sky Tours.

Blue Sky Tours, a leading wholesaler to Hawaii, has been selling custom designed vacation packages since 1981. Blue Sky Tours only works through travel agents, believing the best way for a consumer to book a vacation is through a knowledgeable travel agent. This new alliance with Passport Online will allow Blue Sky Tours to be part of the dynamic electronic marketing opportunities afforded to Passport customers. Consumers, shopping on their personal travel agent's website, will be able to explore the product offerings of Blue Sky Tours with every call to action going directly back to the travel agent.

"Passport Online Inc has been a leader in enabling travel agents to build their businesses electronically. Their systems provide website, email marketing and social media solutions for travel agents. We know this marriage of our tour content with their system can only continue to grow our strong partnership with the travel agency community," said Kevin Wilmore Vice President/General Manager of Blue Sky Tours.

"Adding the Blue Sky Tours Hawaii content to our travel agents' websites simply makes them more valuable to their customers. That is our whole goal," said Greg Kott, president and CEO of Passport Online Inc. "We are here to provide all internet marketing and sales solutions necessary for travel agents to serve their customers in the digital world. We know most of the sales will be closed on the phone or in person, but we also know more and more of the shopping starts online. We are so pleased to add Blue Sky to our robust portfolio of the industry's top suppliers."

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**Blue Sky Tours** is your Hawai'i expert, selling only Hawai'i and only to travel agents. Founded in 1981 and headquartered in Albuquerque, NM, Blue Sky Tours provides the best value for Hawai'i vacations with an outstanding selection of hotels, condominiums, rental cars, tours and every airline flying to the islands. Blue Sky Tours is a proud member of The Mark Travel Corporation family of companies which includes memberships with USTOA and ASTA TOP. Website: [www.BlueSkyTours.com](http://www.BlueSkyTours.com)

**Passport Online** is a leading supplier of emarketing and ecommerce solutions for the leisure travel industry, helping leisure travel suppliers connect with the leading consortia, retail agencies, professional home-based agent networks, and their clients. Millions of travel agency consumers use Passport Online's shopping engine on travel agency websites to search for their next vacation experience. Millions more travel agency consumers

receive agency-branded email campaigns sent by Passport Online. Passport Online helps resort properties drive their rich media content and promotions through all of these electronic marketing channels. Passport Online's key products are VacationPort, NexCite and ResortPort.

[www.blueskytours.com](http://www.blueskytours.com)

[www.vaxvacationaccess.com](http://www.vaxvacationaccess.com)

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