



Passport Online Creates Robust Destination Web Content **More than 3,000 agency websites now offer shoppable destination pages**

Beaverton, OR (Aug. 2, 2017) – Passport Online Inc., the industry’s leader in travel agency website technology, has added new destination content to more than 3,000 travel agency websites. Innovative new pages, created to allow consumer destination shopping on agency sites, were launched for travel agencies who use Passport’s award-winning NexCite and VacationPort website programs.

“Our research indicates consumers often shop on their Travel Agency’s websites for specific destinations, and our goal is to provide the best digital presence for our customers and the best shopping experience for their clients. This is not simply a destination guide but rich, searchable content that enables consumers to shop by destination and then be served up supplier content from our network of nearly 100 of the industry’s leading cruise and land suppliers, that offer those destinations,” said Marilyn Macallair, Vice President, Business Development. Passport Online has seen extensive adoption with more than half its agency network now live, carrying 40 or more pages of robust destination content inclusive of videos, images, attractions and supplier options for cruise and land vacations to entice their website visitors.

Launch destination content includes The Caribbean, Europe and the USA and more will be added to the network in the coming months. Easily navigable drop down menus were created for each region. Each destination features a broad overview and then offers multiple city, island or section options within each category including attraction and activity recommendations and shoppable destination content powered by Passport Online’s existing selection of more than 130,000 distinct cruise and land departures. These pages provide an exciting way for agencies to showcase specific destinations on their websites and allow the relevant travel itineraries to these destinations to flow seamlessly through, for their clients to learn, research and to shop via the direct links to these individual travel supplier itineraries. All calls to action remain directly with the travel agency. All the supplier content is updated on a continual basis and is personally preferred for the individual agent or agency’s consortia, host agency and preferred supplier preferences.

Among the launch destination partners were Visit Britain and Hawaii Tourism USA. For these and future featured destinations, rotating, eye-catching front page boxes were built to highlight specific destinations



each month. Those highlight boxes have generated nearly 300,000 individual consumer shopping sessions on travel agency sites since the initial launch of the program, creating over 1.5 million consumer impressions. “For our destination partners, this new program essentially gives them front page website presence on thousands of consumer facing websites and creates microsites of rich media content. It also allows their wholesale and cruise partners, already in our content system, to be displayed specifically in each destination they serve,” said Jeanne Colombo, vice president of supplier relations for Passport Online.

Passport Online powers more than 6,000 travel agent consumer-facing websites with more than 6 million consumer shopping sessions generated each month through these websites. More than 30,000 individual agents have access to the content through their consortia portals.

To view the live pages on a customer website, click

<http://www.superiortravel services.com/Info/Destination/DestinationOverview?mid=50332>

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 cruise 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.

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