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ResortPort by Passport Online Inc. Makes HSMIA Debut

ASTA study says 27 percent of client requests and 18 percent of bookings come through travel agency websites. Passport provides the only technology built to deliver resort rich media content directly to thousands of agency websites.

ResortPort by Passport Online is a first-time exhibitor at HSMIA and will also be a sponsor of the upcoming HSMIA Resort Conference. ResortPort provides online marketing tools enabling hotels and resorts to reach the customers of leading retail agencies, consortia and professional home based networks.

"We are thrilled to expand our network and become an active part of the HSMIA community. The travel agency community continues to evolve, as does their customer base, and we need to be sure we are providing our agency customers and their clients access to the most relevant leisure content," said Greg Kott, president and CEO of Passport Online Inc. "Consumers are shopping on our agents' websites, with more than 2 million unique shopping sessions each month, and we know that our agents are helping consumers make their final travel decisions. With ResortPort, we have the ability to bring individual resort rich media content to thousands of consumer facing agency sites and help consumers have a more complete online shopping experience."

According to the recently released study from the American Society of Travel Agents, travel agents are growing their online business. Travel agents report 27 percent of their bookings start with shopping sessions on their website, and the same agencies report an average of 18 percent of their revenue comes from their website. Through ResortPort, hotel and resort content is transformed into custom microsites that live on thousands of agency websites. The content is also available for use in social media vehicles through the company's "Share a Resort" feature. And email marketing opportunities are available for resorts to send their offers to millions of travel agency consumers. All calls to action are back to the travel agent to complete the sale.

"We have built our business supporting the leisure travel agency community. We build websites, we provide supplier content and offers to agency sites, and we even provide complete social media and email marketing solutions for travel agents," said Kott. "We know travel agencies have loyal customers who spend, on average, more for their travel than a traditional online consumer. We also know how diverse the travel agency community is and how difficult it is to reach each agency. Through our network, we can deliver the hotel and resort content directly to most major consortia and agency groups, thousands of home based agents and thousands of independent agencies as well."



Passport Online has been providing internet technology to travel agents for 15 years and assists agencies with a suite of emarketing and ecommerce solutions for leisure travel. Passport Online's reach via travel agent extranets and travel agency consumer websites includes more than 25,000 agents and 4,000 unique consumer-facing travel agency websites. Consortia partnerships include Vacation.com, American Express Representative Network, Travel Leaders, Ensemble Travel Group, TRAVELSAVERS, NEST, MAST, and others. Among its agency clients, Passport touts top-100 travel agencies including: Altour, Montrose Travel, SatoTravel, TravelStore, Garber Travel, All About Travel, and several highly successful AAA clubs. Leading host agency relationships include: Nexion, Travel Planners International, Prestige Travel, Global Travel International, MTravel, and more. Email marketing reach includes an additional 7,000 participating travel agents, reaching 3 million travelers.

"We welcome ResortPort by Passport Online here to represent the dynamic and evolving travel agency market. We know our hotel and resort members are seeking the best outlets to reach customers and this channel is certainly a valuable part of the market," said Robert A. Gilbert, CHME, CHBA, President & CEO, Hospitality Sales & Marketing Association International. "The way consumers shop for travel changes daily and even the way loyal travel agency customers shop with their agents is changing and we have to be where our customers are shopping."

Kott said the agent community will continue to bring high value customers to the hotel and resort community. "Agents provide the highest rated business from any intermediary distribution channel. We are excited to have the opportunity to bring this unique product to the hotel and resort community. ResortPort provides hotels and resorts with a variety of marketing options to place rich media content directly in front of front line agents and their clientele. In addition, ResortPort has a portfolio of value added services that offer hotel brand marketing, detailed hotel information, pricing, hotel and tour operator packages with pricing and booking links plus the option to reach out to millions of clients with agency branded email promotions. Not only is there a direct call to action for the property but we can analyze the activity generated by a specific agency."

About Passport Online

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. For more information please contact www.passportonlineinc.com