



## **COX & KINGS TOUR CONTENT NOW ACTIVE IN PASSPORT ONLINE SYSTEM**

**BEAVERTON, OR – SEPTEMBER 9, 2014** -- With a history spanning more than 250 years, Cox & Kings, the world's most enduring luxury travel brand, is pleased to announce its global offerings are now live and active for the thousands of travel agency websites powered by Passport Online, Inc..

Leveraging its global presence to offer guests extraordinary insider access to some of the world's most exotic destinations, Cox & Kings Destination Specialists work directly with consumers and travel professionals to craft bespoke journeys that provide travelers with one of a kind aspirational, cultural and wildlife experiences.

The new alliance with Passport Online allows Cox & Kings to be a part of the dynamic electronic marketing opportunities afforded to Passport customers. Nearly six million unique consumers a month, browsing their personal travel professional's website, can explore the full range of unique Cox & Kings' product offerings with each call-to-action directed back to the travel professional.

"Passport Online Inc is an industry leader, providing the ultimate solution for website, email marketing and social media for the travel professional," said Scott Wiseman, President, Cox & Kings, The Americas. "As a result of this new partnership, we look forward to enhancing our brand awareness and strengthening our relationship within the travel professional community."

Effective this week, the inventory of Cox & Kings will be populated in the search engines of Passport Online customer websites. These itineraries cover travel to exotic places, romantic getaways, insider access, cultural wonders, and intimate wildlife encounters. Cox & Kings specializes in experiential travel - from discovery and luxury group journeys to family, private and custom designed adventures. Cox & Kings destinations include the Africa & Indian Ocean, Asia & Pacific, Europe, India & Beyond, Latin America & Antarctica, and, Arabia & North Africa.

"As the leading leisure technology provider for the travel agency community, we are committed to providing our customers with access to the best suppliers in the industry. We are thrilled to welcome Cox & Kings to the portfolio and enabling our travel agency customers access to automatically updated tour content and the ability to share that content with their customers through websites, email marketing solutions and social media," said Jeanne Colombo, Vice President, Supplier Relations for Passport Online.



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#### **ABOUT COX & KINGS**

Born in 1758 as an India custom travel outfitter, the company today remains unwavering in its commitment to providing travelers with exquisite aspirational, cultural and wildlife journeys. Specialized destination teams comprised of industry experts work directly with clients to share their extensive local product knowledge and offer extraordinary insider access. Cox & Kings' worldwide sales and marketing offices provide a strong global presence and the rare ability to deliver exclusive individual bespoke and tailored group experiences to the world's most exotic destinations: India & the Subcontinent, Africa, the Middle East, Asia & The Pacific, Latin America & Antarctica and Europe. For more information on Cox & Kings, please visit [www.coxandkingsusa.com](http://www.coxandkingsusa.com) 1.800.999.1758.

#### **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 powers more than 6,000 travel agent consumer-facing websites, hosting more than 6.0 million monthly consumer shopping sessions Passport also powers the extranets of ten leading consortia and host agencies, reaching over 30,000 agents on an ongoing basis.

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