



Passport Online, Inc.  
*The Gateway to the Travel Agency Consumer*

For Release 12 p.m., PST  
July 25, 2007

## **Vacation.com Agents looking for a web presence choose Passport Online**

**BEAVERTON, OR** — July 25, 2007 — At least 50 Vacation.com agencies have new active websites today as a result of contracts signed at last month's conference through Vcom partner Passport Online Inc.

"We set up close to 30 new sites during the trade show, members left New Orleans with live web sites complete with Vcom exclusives & preferred supplier content. In total, we have signed more than 50 contracts. Clearly, the agency community is embracing the need to be wherever their customers want them to be, which obviously include the world wide web," said Greg Kott, president and CEO of Passport Online.

One couple even purchased a website as a surprise for their daughter, a travel agency owner. The site was fully set up, with banner and logo and presented to her as a finished product when she got back to her office. Check out <http://adventuresintravel.vacationport.net>.

Time to market can be almost immediate if travel agents are looking for a web presence. The Passport team is ready to work and customize the site to include specific supplier offers, specific consumer messaging and make it truly a virtual extension of an agency's business.

"I have been looking for a website developer for over a year now and have not been able to find anyone who could do what I wanted. The closest I came was someone who could do a lot of it, but I still had to do all the specials myself, and they were going to charge me over \$8,000! You have NO idea how happy I was when I found Passport Online at the Vacation.com conference," said Craig Nordengren, CTC, of Pride Travel Center in Orlando, FL. Passport was able to provide exactly what I need to operate my business at a fraction of the cost. The staff has been incredibly helpful, friendly and accommodating, regardless of how many questions I asked or how many times I came back to the table. Nordengren's new home is <http://www.pridetravelcenter.com>.



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“The travel industry is experiencing a sea change in its usage of and benefit from internet technology. Travel agency consumers are loyal to their agents, but want to be able to shop and explore and agents are responding. Through our agency customers, Passport Online is now reaching almost 2 million consumers a month who are shopping their travel agencies' websites looking for the best travel opportunities at the best available time,” said Kott.

According to Vacation.com president and CEO Steve Tracas, the strong response of his members was to be expected. “Passport online has become a strong partner in working with us to provide the competitive advantage that independent agencies need,” he said.

Passport Online is a leading supplier of Internet tools that help the leisure travel industry reach the travel agency consumer. In June 2007, 2.0 million travel agency consumers used Passport Online's shopping engine on travel agency websites to search for their next vacation experience. Each day, unique consumers are on those sites, seeking the product advice and opportunities offered by their trusted travel agent. Passport Online's key products are VacationPort and NexCite. Passport Online also offers complete email design and delivery services that integrate with the VacationPort and NexCite systems.

**For more information:**

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**For more information on Passport Online, Inc.:**

<http://www.passportonlineinc.com/>

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*“Agencies and individual agents are embracing the need to have an Internet storefront, to serve both their local and global consumers. Passport Online is helping its agent customers creatively use technology in simple and smart fashion to better reach today's travel agency consumer”*

Greg Kott, President/CEO of Passport Online, Inc.