

Passport Online Creates “Agent DNA” New Robust Agent Profiles Can Be Added To All Passport Online Websites

Beaverton, OR (October 3, 2017) – Passport Online Inc., the industry’s leader in travel agency website technology, is adding “Agent DNA” a new fully integrated agent biography and team directory to help its 6,000 plus travel agency website customers provide compelling, comprehensive agent details for their shoppers to review.

“Today’s travel agency customers want to know who they are working with, why they are experts and what they will offer to their vacation planning experience,” said Marilyn Macallair, Vice President of Business Development. “With Agent DNA, our agency customers can complete a simple online form and the system will automatically build a fully integrated, visually appealing agent bio for a single agent or for the entire agency.”

The Passport Online development team created a customizable profile form that enables agents to include as much information as they choose. Profile prompts include options for: specializations, favorite destinations, industry bio, testimonials, a profile photo, contact information, social media links, travel history and upcoming trips. Future enhancements will include the ability to add a blog directly to the page which an agent can update at any time.

“We have been providing travel agency website tools for more than 20 years, and we know that effective websites need to provide custom content and shoppable supplier content. We also know that the demands of running a travel agency limit the time and learning necessary to create these elements professionally in-house,” said Macallair. “Our travel agency website customers need to have a simple yet complete solution to provide their clients with the best online shopping experience to begin their travel planning and research.”

Agent DNA is available to all NexCite²agency customers as well as host agency customers using the NexCite cloned sites, and VacationPort customers using supplier content integrated into their website. Passport Online’s suite of website



solutions includes travel offers from nearly 100 leading leisure travel suppliers, social media integration, a full portfolio of rich media destination content, electronic marketing tools, and is mobile friendly. Supplier content includes the major ocean and river cruise lines' as well as tour wholesalers, vacation packagers and key resorts.

Passport Online powers more than 6,000 travel agent consumer-facing websites with more than 6 million unique 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 new Agent DNA pages on a customer website, click <http://nexcitetravel.vacationport.net/Info/Directory/52727?mid=52727>

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 and tour 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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