

Travel Supplier Data in High Demand

Passport Online Sees Surge in Datafeed Product for Cruise & Land Content

Beaverton, OR (November 30, 2017) – Passport Online Inc., the industry’s leader in travel agency website technology, has seen a robust spike in purchase of its Datafeed product which offers customers access to their choice of more than 130,000 itineraries from 100 cruise and land suppliers. New users include traditional host agency and consortia customers as well as new entrants in the itinerary planning arena and custom travel programs.

The Datafeed product provides customers with one source of daily updates on inventory and pricing. The content can be used to power a web based search tool or mobile app, augment existing travel data, enhance CRM and back office tools, and more. The Datafeed is provided in standard XML format, and can be provided as frequently as daily.

“Our company’s entire product portfolio is built on our ability to translate supplier content from a variety of systems and sources and interpret it into usable content for agent and consumer facing shopping engines,” said Marilyn Macallair, Vice President of Business Development. “For larger organizations that might not need our full website product, the Datafeed provides flexibility to use the raw data in the way they need.”

New client, Chicago-based HotelBlox, is using the Datafeed to support various travel programs for its clients, such as Purchasing Power, Inc. and Allstate Motor Club. One of the programs that HotelBlox powers is an employee-pay-over-time, travel platform. Employees can book vacations and travel immediately, but pay over time thru payroll deduction. The Passport Online Datafeed enables HotelBlox to provide the employees the ability to search its portfolio of cruise product via a client branded, travel website to find their perfect cruise itinerary. “The content Passport Online provides is very comprehensive,” said Lephate Cunningham, Jr., HotelBlox CEO. “It offers rates, descriptions, images, itineraries, and available sailings - all the information the customer needs to search and make a booking request. The end result is that we're able to offer end-users a wide selection of cruise lines without having to build API integrations with each supplier.”



For itinerary building app company Travefy, of Lincoln, NE, the power of Passport Online’s content is invaluable. “The travel market for typical agent is extremely fragmented with so many vendors and suppliers. That fragmentation gives the agents, their core sales arm, no ability to present in a modern way. Some use PDFs, some use direct integration at a huge expense and effort,” said Travefy founding team member Scott Rutz. “The Passport Datafeed allows agents to get all the details, images and specifics and in the end curate an amazing proposal that sells well. The data is complete and reliable. In today’s travel sales environment, whoever has the data wins. This product gives us the data in one source.”

“As new entrants seek data solutions, we hope to continue to provide this unique access to leading cruise and land content,” said Macallair. “We also see growth in our traditional customer base of travel agency organizations.”

The Datafeed offers customers products from nearly 100 travel suppliers and includes:

- Lead-in prices
- Photos, itineraries, product descriptions, and more
- Consortia exclusives
- Common format for all suppliers
- Easy to consume XML format
- Daily feed file refresh

Passport Online currently provides Datafeed content to a variety of customers including Cruise Brothers, Montrose Travel, Outside Agents, Pavlus Travel, Signature Travel Network, Travel Leaders Network and Virtuoso.

For more information on the Datafeed product, contact Marilyn Macallair at marilynm@passportonlineinc.com.

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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