

Passport Online Launches NexCite Independent Complete Web Presence for the Independent Contractor

Beaverton, OR (August 21, 2018) – Passport Online Inc., the industry’s leader in travel agency digital technology, has expanded its travel agency website options to offer an affordable website specifically designed for the independent contractor. NexCite Independent, “Selling Travel Your Way”, combines a modern layout and powerful shopping tools to elevate an individual travel agent’s digital footprint no matter their affiliations. The new program will officially debut during this week’s ASTA Global Convention in Washington D.C.

“We know today’s consumers search the web to start their shopping, to validate a business, to check out a referral from a friend, and the travel seller will finish the sales process. In today’s market it is essential to have a strong web presence. This website will do the work for an independent travel professional so they can focus on what they do best - selling travel,” said Marilyn Macallair, Vice President of Business Development. “The recent Travel Institute research states that more than 60% of today’s travel sellers are independent contractors. They are succeeding because they are independent but they need to professionally promote their unique identity.”

The new simple website solution will offer professional design, complete functionality and personalization to help today’s independent contractors share their unique abilities. In addition, Passport will make these sites secure adding to their value for search on Google and other search engines.

- **Design**
 - Clean, modern layout
 - Multiple color choices
 - Beautiful images
 - More than 40 rich media destination pages to help your customers explore the world
 - Specialty pages including: Cruise, River Cruise, Vacations, , Resources and Agent DNA
- **Functionality**
 - Shopping engine with your choice of up to 100 leading tour, cruise and hospitality suppliers
 - User-friendly navigation tools
 - Social media integration to ensure a connected digital experience
 - Mobile Responsive
- **Personalization**

- Agent DNA profile pages to showcase you and any additional sub agents
- Social media integration
- Agency contact information and branding
- Agency logo integration
- Personalized homepage text

Having supplier content is critical to help consumers start their travel planning journey. For the first half of the year, more than 20 million unique consumer shopping sessions took place on Passport powered websites. Consumer's interaction on these sites spiked. Detailed offer views, where a consumer clicks beyond the agency home page to explore a travel opportunity, increased by more than 20 percent in the first six months of 2018. Each month nearly 500,000 offers were viewed on the Passport powered websites.

Pricing for NexCite Independent is \$25/month with a one-time \$25 setup fee. To sign up contact sales@passportonlineinc.com.

For more information on the website products, 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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