



Contact: Marilyn Macallair
marilynm@passportonlineinc.com

Passport Online Wins Two Magellan Awards from Travel Weekly

Beaverton, OR (Sept. 9, 2015) – Travel Weekly announced the winners of The 2015 Magellan Awards. With entries from across the U.S. and around the world, the Magellan Award winners represent the best in the travel industry and salute the outstanding travel professionals behind it all. Passport Online was a silver winner for both its new NexCite² platform and for customer Twist Travel’s efforts to boost posts on the successful ESP Social Media posting platform.

In the 4th quarter of 2014, Passport Online Inc. launched an initiative to upgrade all 6,000 travel agency website customers to its new NexCite² platform. The company’s industry leading website solution now includes a modern facelift, social media integration, electronic marketing tools, easy-to-use administration tools to further customize each site, and it is mobile friendly. Each month, the Passport team upgrades its existing customers at their annual renewal date with all customers due to be transitioned by end of 2015. New clients are automatically been upgraded to the NexCite² website.

This new platform includes next generation tools, designs and layouts. It provides easier navigation for shoppers, unlimited pages, marketing, promotional & email tools to promote suppliers, destinations, offers & specials. The updated administration tool allows agents to quickly add images for slide shows and to easily customize their site with “drag and drop” functionality. It supports all browsers and adheres to new strict Google search requirements. The program also now includes the extremely popular ESP Facebook posting program.

With more than 100 leisure cruise, tour and hospitality suppliers partnering with Passport, travel agency website customers now have access to supplier content including: 95% of all cruise berths, 15,000+ unique itineraries, 130,000+ distinct departures, 9,000 consortia exclusives, resulting in 25,000+ custom website pages created by NexCite customers.

Since introducing ESP, Social Media posting for travel agents last year, Passport Online is now populating more than 1,200 travel agency Facebook pages with engaging content and increasing likes, shares and comments for these businesses. Twist Travel owner and ESP Customer Danielle Rockett has embraced ESP and added her own power and customer engagement to the product to catapult her Facebook fanbase. When she started using ESP in 2014, she had less than 100 followers. Today, Twist Travel’s business Facebook page has more than 3,000 followers. Rockett began boosting certain posts



with inexpensive options through Facebook and grew her engagement significantly. Facebook is now a strong source of customer interaction and lead generation for Twist Travel.

Developed exclusively for travel agents, ESP selects relevant content that posts automatically on more than 1,200 designated travel agency Facebook business pages representing a follower universe of nearly 700,000. ESP is proven to increase likes, shares and comments. Averages per individual post since launch: likes-642, comments-72, shares-90, clicks-413, engagement score-5.84.

The Magellan awards is the premier awards program honoring a broad range of industry segments including Hotels and Resorts, Travel Destinations, Cruise Lines, Online Travel Services, Airlines and Airports, Travel Agents and Agencies, Tour Operators and Car Rental Companies, the Magellan is the award to win if you are in the business of travel.

“The creativity that travel industry marketers and designers display to inspire travel and enhance the travel experience continues to impress our expert judges and readers,” said Arnie Weissmann, editor in chief of Travel Weekly. “This year’s winners continue to raise the bar, establishing themselves as not just the most talented and creative people in the travel industry but among the most creative and talented of any industry.”

The Magellan Awards are judged and overseen by a one-of-a-kind panel of top travel professionals representing the best names and most accomplished leaders from the industry. In determining winners, entries do not compete with one another, instead they are judged against a standard of excellence based on the long experience of Travel Weekly. To uphold this high standard of excellence, a category may have multiple winners, or may have no winners at all.

For a complete list of silver and gold winners, please visit www.travelweeklyawards.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 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 or view our corporate video, <https://www.youtube.com/watch?v=vLcwbHwk9QI&feature=youtu.be>

About Travel Weekly (www.travelweekly.com)

Travel Weekly, the national newspaper of the travel industry, is the most influential provider of news, research, opinion and analysis to the North American travel trade marketplace. In addition to a weekly print publication, TravelWeekly.com, updated

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several times daily, is the most-visited industry website. Travel Weekly is a division of Secaucus, New Jersey-based Northstar Travel Media, the largest travel business-to-business travel publisher in the world.

