



Passport Online Expands Destination and Supplier Content Two New Destinations, Three Expedition Suppliers Join System

Beaverton, OR (October 26, 2018) – Passport Online Inc., the industry’s leader in travel agency website, social media and booking technology, continues to expand the content options available through its travel agency programs. This month the technology leader is adding two new destination concentrations and three new supplier partners to its shoppable content available through its website programs and its datafeed of aggregated supplier content.

New this month is rich media content for Las Vegas and Australia’s Northern Territories. Both new destination microsites are now available on all Passport Online powered travel agency websites. Each of these destinations will also be highlighted through Passport Online’s ESP Facebook posting service with social media posts on participating agency Facebook pages highlighting each of these destinations and linking customers back to participating agency websites.

Passport Online is also adding nearly 130 new expedition based travel offerings. Soon to be available through the Passport Online system are UnCruise Adventures, Quark Expeditions and an expanded portfolio of options from Hurtigruten including its Classic and Explorer products.

“With the tremendous growth of adventure and experience travel, we are thrilled to be able to add these three incredible brands to the shopping options on all of our award-winning NexCite and VacationPort travel agency customer websites,” said Jeanne Colombo, vice president of supplier relations. These expansions bring the Passport Online portfolio of shoppable supplier content to nearly 100 supplier companies spanning cruise, tour, wholesale and individual resort properties. The Passport Online supplier content offers participating travel agencies, host organizations, consortia, and itinerary planning companies a selection of more than 170,000 unique departures. The full range of supplier content is updated on a continual basis and can be personally preferred for the individual agent or agency’s preferred suppliers.

The expansion of the destination content supports the agent requests for more engaging content on their consumer facing websites. Last year Passport Online began offering a selection of destination content and

today offers 10 different unique destination options with more than 60 pages of destination content. A front page highlight box draws consumer attention to a newly highlighted destination each month.

The Las Vegas featured content explores the “Entertainment Capital of the World” through the possibilities of Dining, Entertainment, Weddings and Wellness. Images, videos and maps help travel agency customers explore the constantly reinvented destination and its restaurants directed by renowned chefs, major sporting events, headline concerts and immersive shows.

The Northern Territory pages will share the sights and experiences of authentic Australia. From the tropical Top End to the fiery Red Centre, the experiences in the “NT” are as diverse as its natural landscapes. The pages offer travelers a chance to explore the Northern Territories through the lens of Culture, Nature, Adventure and Wildlife. Each page offers shoppable participating supplier travel offers that matches those themes as well.

Destination content includes videos, images, attractions and supplier options for cruise and land vacations to entice their website visitors. Easily navigable drop down menus were created for each region. Each destination features a broad overview and then offers multiple city, island or section options within each category including attraction and activity recommendations and shoppable destination content powered by Passport Online’s existing selection of more than 170,000 distinct cruise and land departures. These pages provide an exciting way for agencies to showcase specific destinations on their websites and allow the relevant travel itineraries to these destinations to flow seamlessly through, for their clients to learn, research and to shop via the direct links to these individual travel supplier itineraries. All calls to action remain directly with the travel agency. Agency customers can select participating suppliers based on their consortia and host agency preferences as well.

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 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.

Media Contacts:

Jeanne Colombo

Vice President, Supplier Relations

Passport Online Inc.

(503) 270-5859, jeannec@passportonlineinc.com