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Passport Online's Cruise Booking Engine Records Dramatic Spike

During 2013 Wave Season

Tandem Cruise Booking Engine Reaches Critical Mass in Agent Adoption and Booking Rates

Beaverton, OR – Passport Online Inc. reports more than 200 percent growth in year-over-year January & February bookings for its Tandem cruise booking engine. The company is also reporting a nearly 100 percent growth in individual agency users as the product begins to achieve critical mass and agents gain a comfort level with the booking technology and its ease of use.

“We began rolling out this product slowly a few years back, and as with any technology change, we anticipated a lag time in adoption for the travel agency community. We are truly thrilled to see this dramatic uptick in agent bookings since January 1,” said Greg Kott, President & CEO of Passport Online, Inc. “The complexity of a cruise booking and the need for a friendly interface, a simple multi-step process and a content rich multi-cruise line booking platform drove us to create Tandem. We have worked closely with our user groups to enhance the product, the functionality and we will continue to respond to the needs of our users.”

Since the launch of Tandem, Passport Online has become the preferred booking technology for American Express Representative Network, Ensemble Travel Group, and dozens of individual agencies as well.

Tandem is the first online cruise booking engine designed to focus on both marketing and booking capabilities for travel agents, integrating email marketing, consumer website shopping, and real travel agent consulting and expertise into the solution. It is designed to help agents work “in tandem” with their clients to maximize the chance of closing the sale, whether booked by the consumer or the agent.

Since launch the search functionality has been enhanced for the agent, adding the ability to book Allianz trip insurance directly within the booking path and adding Tandem to TRAMS Live Connect allowing an agent to move customer profile data into the cruise booking process from Client Base and back.

And for those who want to provide a B2C option, Tandem provides a consumer facing shopping and booking engine for agent websites.

Tandem is competitively priced. For more information or to add Tandem to your site, please contact: tandem@passportonlineinc.com or call 503-626-7766 option # 1.

About Passport Online

Passport Online Inc is the leading provider of websites, online content and booking tools for the leisure travel industry. A suite of emarketing and ecommerce tools are used by most major consortia, host agencies and hundreds of independent agencies on a daily basis. Working with approximately 100 of travel industry's most respected suppliers -- cruise lines, tour operators, wholesalers, river cruise companies and an array of individual hotel and resort offerings -- the Passport Online network has custom-designed a unique marketing distribution channel which provides automated connectivity and aggregation of continually-updated supplier content, inventory and specials. This exclusive technology powers more than 4,000 unique consumer facing websites and hosts an average of three million unique shopping sessions every month

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