

Virtuoso® Partners with Passport Online for Cruise Booking Engine

New Technology Deal Follows Successful Incubator Program

Beaverton, OR (October 17, 2016) – Virtuoso®, the international network of luxury travel agencies, has officially selected Passport Online Inc. as a technology partner, rolling out access to its North American agency network for Passport Online’s Tandem Cruise Booking Engine in November. Tandem is the first official cruise booking engine technology partner for Virtuoso.

Tandem is a B2B tool that efficiently finds, compares, quotes, and books cruises from a single web-based system. Virtuoso member agencies will be offered a customized version of this, which includes unique features and content designed for them and includes only Virtuoso preferred partners and Virtuoso exclusive programs. Agencies will also be able to add a B2C version of Tandem at an additional cost.

The Tandem tool allows advisors to search for land and cruise offers and book the cruises online in one central location: Virtuoso.com. It provides Client Base Live Connect integration, segmented reporting, email marketing tools, cabin availability and selection, interactive deck plans, full ship information and extensive booking modification functionality.

Tandem’s selection is the result of its successful participation in the Virtuoso Incubator program in 2015-2016. As the industry’s first formal program to foster new technology, Virtuoso Incubator seeks out, refines through travel advisor testing, then introduces tools to enhance service levels, provide efficiencies and ultimately help its members maintain their competitive edge.

“Virtuoso Incubator allows us to cultivate the very best technology solutions available within the industry, ensuring our advisors have a variety of options to serve their specific needs,” said David Kolner, senior vice president, Global Member Partnerships at Virtuoso. “Our member agencies are eager to use technology to enhance their competitive advantage, and solutions that have been tailored especially for them will enable them to provide better client service. Passport Online’s participation in the Incubator program was so successful that Virtuoso took the next step, integrating the Passport-powered cruise booking engine into Virtuoso.com, along with our exclusive amenities and preferred suppliers.”

Meredith Price, Leisure Operations Manager for Andavo Travel, was part of the Incubator group of testers and is using the product for all 125 of her advisors and independent contractors. “This is an incredibly intuitive tool,” Price said. “It is a great product when bringing on new people because they see all products in one place and it really reinforces the Virtuoso Voyages exclusive cruise enhancement program as well as any kind of Virtuoso promotion. Then, they can produce a very professional virtual brochure that is like a shopper’s paradise, with deck plans and visuals, and send it right out to their clients through email.”

“As a technology partner to the travel agency community for more than two decades, we strive to provide the best solutions for today’s environment. We welcomed the Incubator opportunity with Virtuoso and were quite confident our Tandem solution would be an effective partner for the network,” said Marilyn Macallair, Passport Online’s vice president of business development. “We look forward to working with these successful agencies to make their cruise sales process quicker, simpler and more effective.”

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 Virtuoso

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 390 agency members with more than 11,400 elite travel advisors in 41 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 1,700 of the world’s best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. More than (U.S.) \$15.5 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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