



**FOR IMMEDIATE RELEASE**

## **VIRTUOSO® ANNOUNCES A NEW PARTNERSHIP WITH PASSPORT ONLINE, INC., CREATING THE MOST COMPREHENSIVE TOUR DATABASE IN THE MARKET**

*VIRTUOSO ADDS 18,000 NEW TOUR OFFERINGS TO ITS EXISTING COLLECTION OF  
WORLD-CLASS PRODUCT*

**NEW YORK (November 15, 2011)** – *Virtuoso*® has signed an agreement with Passport Online, Inc., the leading ecommerce and emarketing solutions company for the leisure travel industry. Utilizing Passport's aggregated tour content and itineraries, Virtuoso's member advisors will now have access to the most robust tour database in the marketplace. The agreement brings 18,000 additional tour offerings from many of Virtuoso's preferred tour providers, marrying itineraries from Passport Online, Inc. with options from Virtuoso's already extensive product portfolio featuring hundreds of bespoke tours.

Virtuoso's proprietary technology platform, Virtuoso Composer®, developed by 23 TouchPoints exclusively for the network, is responsible for standardizing user-generated content from its preferred suppliers. As a result, Virtuoso is the only travel agency network capable of complementing Passport's tour components with a complete display of additional Virtuoso options associated with the itinerary. Virtuoso Composer currently features exclusive products from many smaller companies not represented by Passport, including unique offerings from Virtuoso's roster of 143 On-Sites and 40 Tour Operators.

"Partnering with third-party leaders is not unique in and of itself," said Matthew D. Upchurch, Chairman and CEO of Virtuoso. "Unique' comes from a platform's ability to mitigate all data sources and options into one search result for all advisors. Having the ability to blend Passport's itineraries with our existing product portfolio, pre- and post-tour and cruise options as well as exclusive On-Site products that you can't find anywhere else, creates travel experiences that are unique to Virtuoso and give an edge to our advisors. This is the first installment of our product integration plan, with others to follow later this year and into 2012."

Additionally, Virtuoso Composer offers all pre- and post-travel opportunities associated with a particular tour, which also links to all applicable cruise sailings, making it easier than ever for Virtuoso members to provide countless travel experiences to their clientele. Virtuoso members and their frontline travel consultants will have one central location to access the industry's most complete tour database, differentiating their value from non-Virtuoso travel consultants as well as online travel agencies.

Consumers will be able to access these enhanced tour offerings through their Virtuoso travel advisors and online at more than 250 Virtuoso member web sites that draw upon the network's product content. The enhanced tour offerings will be available to Virtuoso's members and consumers before the end of 2011.

For more information on Virtuoso or its tour offerings, call **855-570-3830** or visit [www.virtuoso.com](http://www.virtuoso.com).

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**About Virtuoso:**

**Virtuoso**<sup>®</sup> is the industry's leading luxury travel network. This by-invitation-only organization comprises over 330 agencies with more than 7,200 elite travel specialists in 20 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,250 of the world's best travel providers and premier destinations. The network's member agencies generate over \$9.6 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. Virtuoso is the exclusive network of travel services and benefits provided by MasterCard<sup>®</sup> for participating World Elite MasterCard<sup>®</sup> programs. To view Virtuoso's latest video content, visit <http://www.youtube.com/user/VirtuosoTraveler>.

**About Passport Online**

Passport Online is the leading e-commerce and e-marketing solutions provider for the leisure travel industry. Millions of unique travel agency consumers use Passport Online's shopping engine on travel agency websites to search for their next vacation experience. Each day, unique consumers are on those sites, seeking the product advice and opportunities offered by their trusted travel agent. Passport Online's key products are NexCite, VacationPort and the Tandem cruise booking engine. Passport Online also offers complete email design and delivery services that integrate with the VacationPort and NexCite systems.

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