

Passport Online Releases 2019 Half-Year Digital Report Card

Social Media Engagement Soaring, Destination Content Strong

Beaverton, OR (October 31, 2019) – Passport Online Inc., the industry’s leader in travel agency digital technology, completed an analysis of the travel agency community activity across all digital channels for the first half of 2019. Social media traffic and engagement with travel agency Facebook pages is the biggest story of this year to date. Consumer likes and shares are up significantly year over year. In fact, shares, which help spread the agency name and message, were up 44% over the first six months of last year. These statistics clearly prove consumers are responding to the content their travel agencies are sharing on Facebook.

Consumer shopping sessions on Passport Online customer agency websites were almost 20 million in for the first six months. Though the shopping sessions dipped slightly, these consumers were more engaged with the click through rates on Passport powered agency websites topping 11 percent, well above the industry average. Consumer interest in destination content was the most significant change for website activity. Nearly 2 million consumers clicked into unique destination content on the 6,000 plus sites powered by Passport Online.

“The digital presence of the travel advisor market continues to grow and support their leisure sales efforts. Over the past 18 months we have strategically grown the destination content options available for our website customers and their clients are responding with high click through rates and engagement with the opportunity to start their travel dreaming on their personal travel advisor’s website ,” said Jeanne Colombo, Vice President, Strategic Partnerships, Passport Online. “Social media growth is explosive for our ESP customers. We now power more than 1,600 travel advisor business Facebook pages with more than 1.6M followers. It is their growing engagement with posts that is so encouraging.”

The travel advisor community is continuing to embrace digital booking technology for cruise customers as well. For the first six months of 2019, sailed bookings through Passport's Tandem b-to-b booking engine grew 17%. For the full year 2018, bookings generated on the company's Tandem cruise booking engine were up 25% year-over-year.

Passport Online is in the unique position to monitor consumer interaction with their travel agency as the company helps more than 7,500 travel agencies create, expand and diversify their digital footprint through websites, social media and email marketing and works with more than 30,000 agents in partnership with many of the industry consortia and host agencies as well as hundreds of independent advisors.

For more information on the website products, contact Jeanne Colombo at jeannec@passportonlineinc.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 and tour 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 Contact:

Jeanne Colombo
Vice President, Strategic Partnerships
Passport Online Inc.
(503) 270-5859, jeannec@passportonlineinc.com

SIDEBAR OF MOST EFFECTIVE SOCIAL MEDIA POSTS IN 2018

Powering content for more than 1,600 travel agency business Facebook pages, Passport is able to quantify consumer interaction and determine what kinds of posts generate the highest levels of engagement.

Most Shared Posts:

1. 416 Shares:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2298408093517351/?type=3&theater>
2. 408 Shares:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2436379836386842/?type=3&theater>
3. 364 Shares:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2487747317916760/?type=3&theater>

Most Liked Posts:

1. 2280 Likes:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2541775599180598/?type=3&theater>
2. 2064 Likes:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2487747317916760/?type=3&theater>
3. 2024 Likes:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2499874806704011/?type=3&theater>

Comments:

1. 1420 Comments:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2541775599180598/?type=3&theater>
2. 1288 Comments:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2290567574301403/?type=3&theater>
3. 1173 Comments:
<https://www.facebook.com/AgentSocialLink/photos/a.561147340576777/2366647570026736/?type=3&theater>