

Passport Online Expands Digital Customer Touchpoints

Travel Agency Product Enhancements Support Increased Digital Activity

Beaverton, OR (May 27, 2020) – Passport Online Inc., the industry’s leader in travel agency digital technology, continues to see increased social and website activity by consumers engaging with their travel agency website and social channels. “Our team wanted to move rapidly to help our advisors and customers stay whole and meet their unique needs during this time. We want to be true partners,” said Greg White, SVP Technology and Operations, “It is easy to be a fair weather partner, but the proof comes in times of a crisis. Our team reviewed our existing products to determine what we could do quickly to pivot and add more value.”

In the last eight weeks, Passport Online’s content and engineering teams have added new features to their website program including supplier content rich “Close to Home” pages, expanded the ESP social media content system with a deals channel and a social media library, greatly expanded supplier information and multimedia, and added new lead management and email tools to their customer management channels. All products are consumer facing and every call to action is back to the travel advisor.

For travel agency customers using Passport’s NexCite website program, new pages have been created for “Close to Home” and “Beach Getaway” searches. As consumers seek options to begin traveling again this summer and fall, these new pages will automatically populate with travel offers from Passport’s nearly 100 travel industry suppliers that fit these search parameters. For cruise searches, consumers will now be able to see a “per night” price for their cruises, helping to better display the value in cabin upgrades and extended length cruise purchases.

Also in final stages of development for website customers is a new “automated marketing assistant” feature. This tool is essentially a reminder feature that will allow advisors to schedule emails to their customers at various engagement points along the travel planning process. And

for customers who search on agency site and find a product of interest, a newly upgraded “trip request” form will allow agencies to track and manage those leads in the AgentPort back end of their website program. The Passport website programs include rich Email Marketing Tools and recent enhancement now makes it easy for advisors to share external content, like videos.

Passport Online’s ESP Social Media Posting program has seen a significant spike in engagement in the last two months. As advisors seek more content ideas and support, Passport has created a content rich Social Media Library. All ESP customers are receiving access to this library free of charge through the end of 2020. The library offers hundreds of content options including unique curated content and videos, blogs, and articles that can be shared directly through agency and advisor social media channels including Facebook, Twitter and Pinterest! The ESP program offers curated content automatically posted to more than 1,600 travel agency Facebook pages and this library offers significantly expanded content for those who want even more engagement.

To take advantage of some pent up demand for travel among travel agency consumers, an ESP Deals program has also been added. This is a separate post category that all ESP customers can opt into. These posts will focus on deals or sales from suppliers and will link through to either the agency website product with Passport Online, or a white-labeled website with agency branding information so customers can get more details.

Agencies have quickly embraced the new digital resources. More than 2,000 travel agency websites from individual and host agency partners are now live with the “Close to Home” pages. ESP customers have viewed more than 500 blog posts, more than 150 articles and shared hundreds of videos to Facebook, Pinterest and Twitter. Though a video on “Travel Without Leaving Home / 360 VR” was the most viewed and shared, also among the top ten shared was a video on “10 Incredible Underwater Hotels” and “How to Pack for a Long Trip.

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. The reach grows exponentially as Passport powers digital tools for more than 35,000 agents in partnership with many of the industry consortia and host agencies as well as hundreds of independent agencies.

“It is hard to operate business as usual in such unprecedented times, and we certainly recognize that. We also recognize that the travel advisor community needs the tools to communicate with their clients now and to keep communicating and sharing as the world reopens and our travel industry starts to reemerge,” said Jeanne Colombo, Vice President, Strategic Partnerships. “Our team has been hard at work innovating and creating new tools and options for you to share with your customers. We will continue to innovate our digital portfolio to best serve your needs.”

For more information about any of our products, please give us a call at 503-626-7766 option two or email us at sales@passportonlineinc.com.

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.

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