



Passport Online Wins Travel Weekly Magellan Award Host Agency/Independent Contractor Websites Recognized

Beaverton, OR (October 2019) –Travel Weekly announced the winners of the 2019 Magellan Awards. Passport Online Inc was recognized as a silver winner in the travel agency marketing category for the launch and growth of its NexCite Independent and Host Agency Website programs.

With entries from across the U.S. and around the world, the Magellan Award winners represent the best in the travel industry and salute the outstanding travel professionals behind it all. The Magellan Awards honor outstanding design, marketing and services in a broad range of industry segments including Hospitality, Travel Destinations, Cruise Lines, Online Travel Services, Airlines and Airports, Travel Agents and Agencies, Tour Operators and Ground Transportation.

“Magellan winners are those in the industry who communicate travel’s promise, through words, images and design, in ways that ring true and stand out,” said Arnie Weissmann, editor in chief of Travel Weekly. “They create the environments and craft the messages that spark travelers’ imaginations.” The Magellan Awards are judged and overseen by a one-of-a-kind panel of top travel professionals representing the best names and most accomplished leaders from the industry. In determining winners, entries do not compete with one another, instead they are judged against a standard of excellence based on the long experience of Travel Weekly. To uphold this high standard of excellence, a category may have multiple winners, or may have no winners at all.

“As the industry’s leader in travel advisor digital technology, Passport Online expanded its travel agency website options to help support the significant rise in independent contractors and individual agencies developing their own host agencies,” said Jeanne Colombo, Vice President of Strategic Partnerships at Passport Online. NexCite Independent, “Selling Travel Your Way”, combines a modern layout and powerful shopping tools to elevate an individual travel agent’s digital footprint no matter their affiliations. The company developed an accelerated host agency platform enabling growing host agencies to provide websites and manage the digital presence and professionalism of their ICs in the consumer environment. The new simple website solution offers professional design, complete functionality and personalization for ICs to share their unique abilities. For host agencies, a master site allows for the Host to highlight

areas of importance, provide merchandise options for their partners and offer unique selling points and specialties. Advanced tools allow for each agent to personalize their site in their own way. Preferred with the Advisor's preferred suppliers, these sites offer content from up to 100 industry tour, cruise, day trip and destination suppliers and this consistently updated supplier content is critical.

In 2018, Passport powered travel agency websites saw more than 44 million unique consumer shopping sessions. The average click through rate was 10.9 %, which is significantly higher than the industry norm. The sites offer clean, modern layout, beautiful images, more than 50 rich media destination pages, agent DNA profile pages to showcase agent info and additional sub agents, and social media integration. In addition to individual agencies and their ICs, Passport added Independent by Liberty, Travel Planners International and What a Trip as customers for this expanded host agency program. Existing host customers include Nexion, Uniglobe, What a Trip, BCD and America's Travel Companies. The IC/Host programs have added over 300 individual sites since launch in late 2018.

For a complete list of silver and gold winners, please visit www.travelweeklyawards.com.

About Travel Weekly

Travel Weekly is the most influential provider of news, research, opinion and analysis to the North American travel trade marketplace. It reaches a broad industry audience in print, online and with face-to-face events throughout the year. Travel Weekly is a division of Secaucus, New Jersey-based Northstar Travel Media, the largest travel business-to-business travel publisher in the world.

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 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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