

March Digital Report Card

Website Click Throughs Rising, Social Media Steady



Consumers were on their agency websites searching travel options for the future. They were liking, commenting and sharing their agency's Facebook posts. If there is a bright light in the current darkness for our industry, it is that our travel agency customers have developed strong digital relationships with their consumers.

-Jeanne Colombo, Vice President, Strategic Partnerships



Website Technology

3.2 Million

Unique Consumer Shopping Sessions

16%

Click Through Rate to Supplier Offers

Destination Impressions Up 10%



Destination Click Through Rate Rises to 3.7%

Reach for Agencies

7,500

Travel Agency Customers

35,000

Individual Advisors

1,600

Facebook Pages

Social Media

Most Viewed Post from March 2020

125,000 Views

3,039 Comments

4,522 Clicks



Most Shared Post from March 2020

522 Shares

3,141 Likes



PASSPORT ONLINE
Technology Solutions for the Leisure Travel Industry



sales@passportonlineinc.com



(503) 626-7766



www.passportonlineinc.com