

2018 Digital Report Card

Agent Digital Activity Spikes in 2018



Our travel agency customers are enticing their clients to start shopping on their digital channels, with increasing shopping sessions, email delivery and click through activities on social media. Every call to action through our digital channels directs the consumer back to their travel professional to complete the sale. Our role is to drive interest and shopping and then we know our travel agency customers close the sale with a personal touch.”

-Jeanne Colombo, Vice President, Strategic Partnerships



Website Technology

2018 has brought an increase in both sales and engagement for our website programs.

44Million

Unique Consumer Shopping Sessions

10.91%

Click Through Rate to Supplier Offers

Most Viewed Destinations



Mexico • Bahamas • Alaska
Orlando • Rome/London • Las Vegas

Digital Destination Content

6,000

Agency Websites

1,500

Agency Facebook Pages

5.9M

Impressions

2.2M

Offer Views

Social Media

Social media sales and engagement are up in every single category in 2018.

32.50%

LIKES

170.40%

COMMENTS

109.34

SHARES

73.45%

CLICKS

Booking Engine

25%

Growth in bookings generated year over year

Email Marketing

3x

Growth in email consumer databases



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