

2019 Half year Digital Report Card

Social Media Engagement Soaring, Destination Content Strong



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 website. Social media growth is explosive for our ESP customers. We now power more than 1,600 travel agency business Facebook pages with more than 1.6M followers. It is their growing engagement with posts that is so encouraging.

-Jeanne Colombo, Vice President, Strategic Partnerships



Website Technology

2019 has brought an increase in both sales and engagement for our website programs.

Most Viewed Destinations

19 Million

Unique Consumer Shopping Sessions

11.07%

Click Through Rate to Supplier Offers



Caribbean · Mexico · Bahamas · Alaska · St. Martin
Puerto Rico · Florida · British Columbia

Digital Destination Content

6,000

Advisor Websites

2.7 M

Impressions

1.3M

Offer Views

Social Media

Social media engagement continues to soar in 2019.

1,616

Advisor Facebook Pages

1.6M

Facebook Fans

+26.17%

Increase in Likes

+44.04%

Increase in Shares

Booking Engine

17% Tandem B2B booking increases year over year.



PASSPORT ONLINE
Technology Solutions for the Leisure Travel Industry



(503) 626-7766



sales@passportonlineinc.com



www.passportonlineinc.com