



## **PASSPORT ONLINE CELEBRATES 25TH ANNIVERSARY**

### **A Quarter Century of Innovative Tech for Travel Advisors & Leisure Suppliers**

BEAVERTON, OR – July 31, 2020 – Passport Online Inc., the industry leader in technology solutions for the leisure travel industry, celebrates its 25th year serving the travel agency and leisure supplier community. From its inception in 1995, Passport has continued to be ahead of the technology curve, building the best tools and solutions for the leisure travel industry. The early days of CD-ROMs have morphed into seamless website content, social media solutions, and state of the art booking technology for business-to-business and business-to-consumer needs.

“The transformation of the leisure travel advisor from a largely brick and mortar business to a majority home-based online environment has created significant demand for easy-to-use solutions and up-to-date research and shopping travel information,” said Jeanne Colombo, Vice President, Strategic Partnerships. “For industry supplier companies, the challenges of distributing and updating offers and itineraries have become even more complex with new technologies and disparate travel agency solutions. We provide the bridge to keep commerce moving along the digital consumer shopping chain,”

Passport Online has provided travel advisors and their customers a wide breadth of the top leisure travel suppliers -- cruise lines, tour wholesalers, packagers, hotels and resorts, day trips etc. -- rich content including product offers, pricing and itineraries. This content, delivered in rich media, creates a powerful shopping experience for the traveler and always keeps the call to action back to their personal travel advisor. Passport’s content supports more than 40 million consumer shopping sessions a year and populates more than 1,600 agency business Facebook pages.

Passport Online aggregates varied forms of supplier content and delivers a unified searchable and bookable format providing ease of use for the advisor, the agency, the host or the consortia and participating suppliers. This unique ability allows for speed to market with a robust

shopping experience for the consumer on the modern digital platforms of today's leading travel advisors.

The journey that started by harnessing technology to solve a communication challenge 25 years ago, today offers the best solutions for all digital requirements, including email marketing, websites, social media, booking technology, and enterprise content management solutions.

Passport Online has a quarter century of experience working for the travel agency community and uses its experience to continually innovate and remains the digital bridge between leisure travel suppliers, advisors, and their mutual customers.

**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](http://www.passportonlineinc.com).

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