

PASSPORT ONLINE WINS GOLD MAGELLAN AWARD
Travel Weekly Recognizes Content Rich Social Media Library

BEAVERTON, OR – November 9, 2020 – Passport Online Inc., the industry leader in technology solutions for the leisure travel industry, won a Gold Magellan award for its travel advisor web marketing tool Social Media Library.

The Social Media Library is a repository of curated content gathered from across the internet and unique original content including videos, blogs, and articles that can be shared directly through travel advisor social media channels including Facebook, Twitter, LinkedIn and Pinterest!

“We are truly excited to be recognized for this content repository,” said Jeanne Colombo, Vice President of Strategic Partnerships. “This program was created and added to the Magellan award winning ESP Social Media posting service early this year in response to the advisor community’s growing need for social media content to stay top of mind with their customers in these challenging times.” Passport Online currently powers more than 1600 travel advisor business Facebook pages with curated content and offers the social media library to add to all advisor social channels.

Travel Weekly gets thousands of entries from throughout the United States 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.

Passport Online will continue to bridge the digital divide between travel suppliers, travel advisors and the traveling public. New tools continue to evolve to help the advisor community engage their customers. The newest addition to the Social Media Library will be a database of previous ESP posts for advisors to use. They will be sorted by categories so advisors can find a post that best suits their needs.

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 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.

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