

2019 Digital Report Card

Website Click Throughs Rising, Social Media Steady



The success of the Facebook posts can also be linked to the kinds of posts created by the Passport team. Of those 1,100 posts, only 7.5% were specific supplier driven sales posts. "We know consumers are engaging and responding to their travel agencies on Facebook, but the subtle approach of teasing travel and helping their clients dream about their next vacation, coupled with occasional sales posts, seems to be the perfect combination."

-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

40 Million

Unique Consumer Shopping Sessions

11.6%

Click Through Rate to Supplier Offers



Caribbean · Mexico · Bahamas · Alaska · Italy
St. Martin · Florida · British Columbia

Reach for Agencies

7,500

Travel Agency Customers

35,000

Individual Advisors

1,600

Facebook Pages

Social Media

Social media engagement continues to increase in 2019.

Most Shared Post of 2019
1,066 Shares

Most Liked Post of 2019
6,686 Likes

"If traveling was free,
you would never see me again."

~ Bob Marley



Booking Engine

17% Tandem B2B booking increases year over year.



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