Passport Online Expands Cruise & Land Content Feed Options
New Content API Available for Leisure Travel Industry

Beaverton, OR (July 19, 2021) – Passport Online Inc., the industry's leader in travel agency digital technology and leisure travel content distribution of supplier and consortia products and pricing, has developed a new option for leisure travel industry partners to utilize the content from their cruise and land database with the **Content API**. As the need for leisure content through agencies, itinerary planners, website providers and travel agencies grows , this Content API provides usable data including more than 350,000 cruise, tour, wholesale and resort departures, from more than 26,000 unique itineraries. This includes more than 19,000 consortia exclusive offers that display only on consortia member sites. This new content option expands beyond the current VacationPort, NexCite and Datafeed content solutions for leisure agencies.

"As the agency community has evolved and more technology is available to these businesses, we wanted to offer a true API allowing today's technology solutions to use the content in this way," said Jeanne Colombo, President of Passport Online. "The Content API puts the power of our content in the user's hands. The customer can pull requested products, including exclusives in live calls. It does require a developer to manage the live API calls, but takes fewer resources than the full Datafeed. It is very quick to set-up and users can decide which content they want, the presentation of the content, branding and collection of analytics."

Since 1995, Passport has been supplying content to retail agencies, consortia and host agencies' online marketing programs with their **VacationPort** program. This includes aggregated content from more than a hundred suppliers, along with tools to allow the user to preference suppliers as Highly Preferred, Preferred, Included or Excluded. VacationPort includes a powerful search capability, the ability to create content specific search result links to add to websites. It also includes email tools that enabling advisors to easily add offers into attractive email templates to send to clients and prospects. In 2005, Passport developed **NexCite**, which provides agencies and independent agents with a complete website solution, including content and tools. Today thousands of NexCites are active. Consortia and host agencies can design a cloned NexCite to offer their members, with branding and exclusive products included.

In 2015, after a number of larger agencies and consortia requested more control over the content, Passport developed a **Datafeed** product that enables the client to take the full product and pricing feed and have their developers manipulate the way that the products displayed. A number of large agencies use this product today.

Passport Online helps more than 7,500 travel agencies create, expand and diversify their digital footprint through websites, social media and email marketing, powers the content for more than 1,600

travel advisor Facebook pages, and works with more than 30,000 agents in partnership with many of the industry consortia and host agencies as well as hundreds of independent advisors.

For more information about any of our products, please give us a call at 503-626-7766 option two or email us at sales@passportonlineinc.com

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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