

# AgentPORT™

Leisure Travel Sales Tools
Agent User Guide

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# **Table of Contents**

INTRODUCTION	3
ACCESS TO A GENTPORT	a
SET UP A DESKTOP ICON	
LOGIN	4
AGENTPORT MENU	
HOME	
SEARCH FOR OFFERSYOUR EXCLUSIVES	
QUICK SEARCH	
MARKETING TOOLS	
REPORT CENTER	
YOUR PROFILE	
SESSION	
AGENTPORT HOME PAGE	
FEATURED SPECIALS	
WHAT'S NEWYOUR RESULTS	
FEATURE PAGE	
AGENCY CUSTOMIZATION:	
SEARCH	
QUICK SEARCH	
DETAILED SEARCHSEARCH RESULTS	
OFFER COMPARISON	
OFFER DETAIL PAGE	13
BOOKING CONSOLE	14
ONLINE BOOKING	
Availability	
Price Matching	
Registration Problems	
TRIP REQUESTS	
HANDLING A TRIP REQUEST	18

## Introduction

AgentPORT is a special 'agent only' view of VacationPORT<sup>TM</sup>, the leading online leisure travel shopping program. AgentPORT is a great resource for travel agents to use for researching the latest offers from leading suppliers, to handle the leads that come from the web site, and also to actively promote travel via the Email Marketing Tools. Booking instructions, agent incentives, and online booking links are all present to assist you in quickly booking offers that you find in VacationPORT.

This guide will review the basic functions of AgentPORT. There are other guides that will address additional AgentPORT functions. Look for them in the Support Documentation section in AgentPORT.

# **Access to AgentPORT**

You can access AgentPORT in several ways. You can navigate to the Passport Online corporate web site:

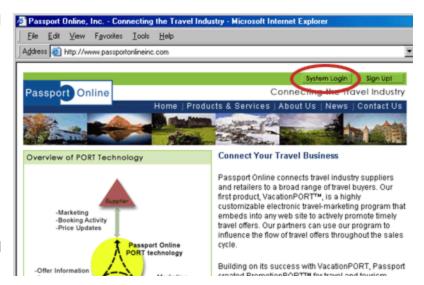
#### www.passportonlineinc.com

Click the System Login button at the top of the page to jump to the login screen for AgentPORT.

Or, you can navigate directly to:

#### www.latesttraveloffers.net/apps/portal

You may also arrive at AgentPORT by clicking a link in a Trip Planner email you have received from a client (discussed later in this guide), or by clicking a link in a Passport Online weekly travel email.



# Set Up a Desktop Icon

For more convenient daily access to AgentPORT, you can set up a desktop icon that you can double-click each morning. Navigate to the AgentPORT login page as described above. Look at your browser just to the left of the URL field near the top. You'll find a small colored icon—a little blue 'e' in Internet Explorer, or a green-and-yellow icon to the left of "Location" in Netscape. Move your mouse pointer over this, hold down the left mouse button and drag the icon over to your desktop (you will need to be able to see a portion of the desktop, so you may first need to make the browser window smaller by dragging in one of the sides). Release the mouse button and an AgentPORT con will be placed on the desktop. Anytime you want to reach AgentPORT, double-click on the AgentPORT icon on your desktop and you'll be in AgentPORT.

# Login

AgentPORT requires a username and password for login. These are typically assigned by the Site Administrator for the VacationPORT program at your company. If you do not know who this person is, please contact our support team by email at:

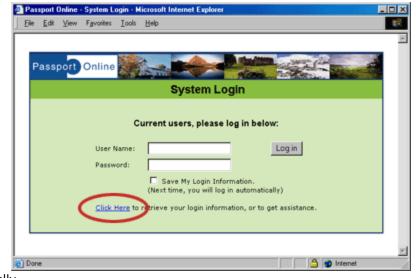
## support@passportonlineinc.com

If you belong to a large group or consortium that manages your site, they will give out a group login to use for the first time you enter AgentPORT.

Once inside you should create your own username and password.

When you log in, you can ask AgentPORT to remember your login information for the computer you're using. This is convenient, but do this only if your computer is not being shared with other agents.

If you already have a profile with us but you cannot remember your login information, click link at the bottom of the page. Type your email address and click the Send Password button. If we find your email address in our database, we will send your username and password to that email address automatically.



# AgentPORT Menu

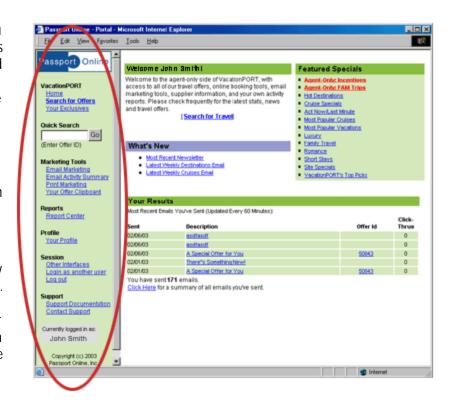
When you login to AgentPORT, you will be presented with all the tools and information you need to find and book leisure travel for your clients. The left side of the page contains the navigation menu.

#### Home

This link will return you to the initial page that opened when you logged in to AgentPORT.

#### Search for Offers

This link will load a special Agent view of the VacationPORT Feature Page. This will allow you to research travel deals and find offers to email to your clients. See the Feature Page section later in this document for more details.



#### Your Exclusives

Clicking on this link will take you directly to all travel deals that are exclusive to your agency or industry affiliation. You can then sort them by price, supplier, and other attributes, as well as filter them according to travel type.

#### Quick Search

If you already know the VacationPORT Offer ID of the travel deal you're interested in, enter it here and click the Go button. The details of the offer will be displayed on the right side of the screen.

# Marketing Tools

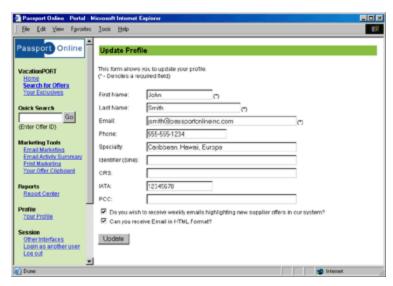
These are links to tools you can use to promote travel deals through AgentPORT. For more details about using tools, refer to the appropriate documentation in the Support Documentation section of AgentPORT.

## **Report Center**

Some agents have access to the Report Center, which gives you additional statistics about VacationPORT traffic.

#### **Your Profile**

At any time, you can modify your profile by clicking on the <u>Your Profile</u> link in the left navigation bar, which is shown in the picture. You can change your username and password or update any of the other contact information.



It is important to supply your IATA and other relevant booking information, which will be passed on to our booking engine partners, so you will get credit for bookings you complete through AgentPORT. If this information is not entered you will not have access to the booking links on the Booking Console pages.

The Identifier (SINE) is simply the identifier that your agency uses with your GDS. AgentPORT doesn't use this number directly, but passes it along with booking requests to ensure proper credit. Please enter whatever your agency uses for this purpose.

The PCC field is a Pseudo City Code, which is required for some booking engines—not all agents will have this information.

The Specialty field is used to store information about types of travel in which you specialize. In the future, this will be used to help tailor the search results and display of offers to better match your business.

#### Session

This section allows you to log out if you are going to be away from your computer, or to login as another user if you have multiple agent accounts.

Who you are currently logged in as is shown in the gray box near the bottom of the menu.

If your agency supports more than one VacationPORT site, you may see additional text that states which VacationPORT site you are representing. To change which site you are representing, click the Represent another site link. The Site Representation screen will appear.

Then click on the radio button next to the site you would like to represent. If you would like to change your default, simply click on the radio button of the site you would like to set as the default. Click the Set button to save your selections.

Support

The support section contains links to documents that will help you get the most out of AgentPORT. If you don't find the answers you're looking for in the documentation, you can also submit technical support questions using the online support form.



# **AgentPORT Home Page**

The right side of the AgentPORT screen contains valuable agent specific information, including links to special groups of tavel offers and agent-only deals, links to the most recent Passport Online weekly travel emails, and a summary of your email marketing activity.

# **Featured Specials**

We highlight great travel deals from various suppliers on an ongoing basis. These travel deals are grouped based on some common theme. We call these groupings "Offer Groups". A list of these offer groups can be found in the Featured Specials section. This list is identical to the list of Featured Specials that appears on the consumer view of VacationPORT, but as agents, you will also find special Agent-Only offer groups that contain FAM trips and offers with special agent bonuses.



#### What's New

Passport Online sends weekly emails containing great travel deals. All agents who have chosen to receive email will be sent a copy. You can also view the most recent email through AgentPORT using the Latest Weekly Destinations Email and Latest Weekly Cruises Email links.

If your agent account has been given email marketing capabilities, you can quickly forward these emails to your clients by clicking the *Forward to Your Clients* button, or create your own custom email by adding them to your clipboard and adding or removing offers.

These weekly emails may sometimes contain offers from suppliers that your VacationPORT Site Administrator has excluded. You will not be able to view



the details for these offers or forward them to your clients.

In the What's New section, you will also find a link to the most recent Passport Online newsletter. These newsletters contain productivity tips, lists of new suppliers, and a variety of other valuable information.

## **Your Results**

When you send marketing emails from AgentPORT, the click-through activity by customers is tracked and reported to you. The last few emails that you sent are displayed in this section, as are the number of times a customer has clicked through to VacationPORT from your email.

Aost Recent Em	ails You've Sent (Updated Every 60 Minutes):		
Sent	Description	Offer Id	Click- Thrus
2/06/03			
2/06/03			
2/06/03	A Special Offer for You	50043	
02/01/03			
2/01/03	A Special Offer for You	50043	

You can see a complete list of all

emails you have sent as well as the click-through activity by clicking on the Click Here link or the Email Activity Summary link in the menu.

# **Feature Page**

From AgentPORT, you can search the database of leisure offers the same way your customers do using the VacationPORT program on your site. Click on the <u>Search for Offers</u> link on the left navigation bar and the Feature Page will display. This page is just like the customer view, with a few small differences.

- Logo: This is where your agency's logo appears. It can use included or excluded, as configured by your Site Administrator.
- 2. *Welcome Text:* Your agency can customize this text for each site.
- 3. Featured Specials: These are special groups of offers that are separated into a variety of categories. Any offer groups that begin with the words "Agent-Only" will not appear for consumers who visit your site. While some of the offer groups are globally administered by Passport Online, each agency also has their own set of offer groups that are controlled by the Site Administrator.



- 4. *Quick Search:* This allows you to quickly search for offers using the most common search criteria. If you need more detail, you can use a Detailed Search. The Detailed Search feature is discussed in detail elsewhere in this guide.
- 5. Sweepstakes (optional): If your agency adds the sweepstakes feature to your site, customers can enter Passport Online sponsored contests. Passport handles negotiations with suppliers, as well as the entry and selection processes. Your agency receives information about every customer that enters. As an agent, you can view the details of the sweepstakes, to better explain it to a customer. However, only customers can enter the Sweepstakes.
- 6. Hotel Deals (optional): This feature gives a visitor access to direct online booking of discounted hotel rooms at hotels across the country. Your agency receives commission for all bookings.
- 7. Quick Links: These links take the visitor directly to lists of offers for the given locations. This is a great way to narrow in on a popular destination when researching vacations for your clients.

## Agency Customization:

With a separate online tool called the Site Administrator, your agency can customize certain features in the VacationPORT product, including the Welcome Text, which offers to include on the Feature Page, and participation in the sweepstakes contest and consumer booking. To read more about how to customize these components see the Implementation Guide.

## Search

VacationPORT provides many ways for you and your customers to search for vacation offers. Buttons for the different search options are provided on most pages of the VacationPORT program. Each style of search displays a different form for specifying search criteria. When the search is begun, our program will display the results of the search on a new page. All of the search functions available to your customers using VacationPORT are available to you in AgentPORT.

#### **Quick Search**

The Quick Search box gives the visitor a small set of common search options, and takes the visitor directly to interesting search results. The visitor can specify Cruises or Packages/Tours/Lodging, plus a preferred region, a preferred month of travel, and the trip duration. The results are equivalent to using the Detailed Search with the same parameters.



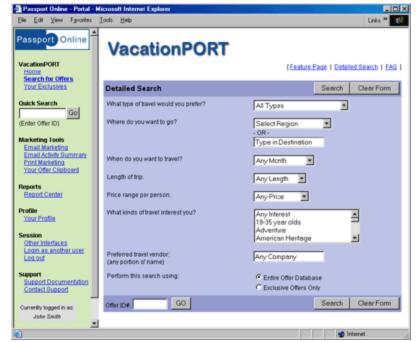
#### **Detailed Search**

The Detailed Search page gives the visitor all of our search options in one place, organized for comprehensibility and offering default values for most fields so it's easy to get the search started. To reach the Detailed Search page, you may click the link at the base of the Quick Search box, or the Detailed Search menu item. The list of search options includes:

*Travel Type:* Choose a type of travel (i.e. cruise, tour, vacation package, etc.) and view only offers of that type.

Destination: Choose a destination from the drop-down list, or enter the name of a desired destination.

Travel dates: Choose a preferred month of travel to see only trips that take place during that month.



*Travel length:* Specify the duration of the trip you wish to take.

Budget: Specify a travel budget to see only offers whose prices match that budget.

*Interests:* Choose one or more categories of travel interests and view only offers whose descriptions match those interests.

Supplier: Enter the name of a particular travel supplier and view only offers from that supplier.

*Exclusives Only:* This option allows you to limit the results to only offers that are exclusive to your agency or industry affiliation. This search option is for agents only, and does not appear for consumers.

Offer ID: If you or your customer knows the VacationPORT offer ID number for a specific offer, enter it on the Detailed Search page or in the AgentPORT navigation bar to show that offer without specifying other criteria.

#### **Search Results**

The results of any type of search (Quick Search, Detailed Search, or Target Search) are displayed on a new page. The main body of the search results is a list showing all of the offers that matched your search criteria. For each offer there is an informative entry that includes the offer title, price, supplier name and logo, itinerary, departure date, number of nights, and for cruises, the name of the ship.

Passport Online

Go

VacationPORT

(Enter Offer ID)

Marketing Tools

The Search Results page features the following important links. Each one is discussed in detail later in this guide.

- 1. Navigation Links: Links at the top and bottom of the list let you navigate through the search results if there are more offers than can fit on one page.
- 2. Travel Types: Links at the top of the list help organize the offers for faster browsing. If the result list contains offers of more than one travel type (i.e. cruise and tours), the visitor can click links to view offers of one particular type at a time.
- 3. Sorting: A drop-down list at the top of the page presents a list of alternative sort options, so the result list can be organized in the manner the visitor prefers by price, date, supplier, ship name, number of nights, or title.



Results Page: 1 2 3 4 5 6 7 8 9 10 → 1

VacationPORT

Search Results (Back to Detailed Search)

Sort Results by travel type: All Offers (216) Cruise (172) | Tour (42) | Package (2) Links <sup>20</sup>

(3)

[Feature Page | Detailed Search | FAQ ]

Sort Results by: Original

- 4. *Tools and Links:* At the right of each entry are additional links to more information, and to special agent tools. Unless otherwise noted, these options are agent-only links and do not appear for consumers.
  - More Details Click this link or the offer title to show the offer detail page for that offer, with much more information about the offer, including alternative departures and prices. This option appears for agents and consumers.
  - Add to Trip Request This link adds the selected offer to a Trip Request that can be sent to the agency. This option only appears for consumers.
  - Email It Click this link to send email the selected offer to a client. For more information about email marketing, see the Email Marketing Guide in the Support Documentation section of AgentPORT.
  - Book It Click this link to display the Booking Console page for the offer. There, you will find booking information and, in some cases, immediate online booking capabilities.
  - Add to Clipboard Use this feature to add offers to your "Clipboard". The Offer Clipboard is a
    place where you can organize offers for the purpose of creating marketing emails. For more
    information about the Offer Clipboard, refer to the Email Marketing Guide in the Support
    Documentation section of AgentPORT.
- 5. Offer Comparison: At the right of each entry is a "Compare" checkbox. You can use this feature to compare the details of each offer side-by-side.

# Offer Comparison

Select 2 or 3 offers from one or more pages of the result list, and click the Compare button at the top of the page. The Offer Comparison page will be displayed. This page shows a range of offer details side-by-side for each offer, in column format. Links have been added in various places to help visitors explore the offers and encourage them to contact your agency about them. The calendar view shows when all the trips will take place.



# Offer Detail Page

The offer detail page shows specific information about an offer: supplier information, itineraries, activities, accommodations, dining, amenities, and whatever else is associated with an offer.

- Previous/Next Offer: Use these links to cycle through your search results without returning to the Search Results page.
- 2. *Title and Supplier Information:* This is the title of the offer, the name of the supplier, and the name of the ship or property.
- 3. Agent Incentives, and Agent Tools:
  These are only displayed for agents. The Agent Incentive displays special bonuses that are available for booking this offer. The Toolbox contains links similar to those found on the Search Results page. These allow you to view the Booking Console and create marketing emails using the current offer.

Passport Online

arch for Offers

Go

VacationPORT

Quick Search

(Enter Offer ID)

Login as anoth

John Smith

VacationPORT

Supplier: Celebrity Cruises
Other offers by supplier
Ship: Summit

Walls of ice stretch 5,000 feet to shake hands with the sky. The

mumur of prospectors haunt old-world shops and saloons.
Totem poles scowl over temperate rain forests while salmon jump through crisp mountain streams.

Rates are pur passion, crume entry, based on decore occupancy. Overenment frestlance and air transpositions are additional. Other in capacity controlled and is not applicable with any other promotions offers. Some restrictions (resculing statement and ordepory availability apply. Rates are subject to availability and may change without not Ships or Libertion or Morweglant Registry.

Your clients will receive a savin 3 50 per person on the select departures

PAMPER YOURSELF ABOARD THE SUMMIT

MANUEL IN STANSAU

(only valid on prices with # icon)

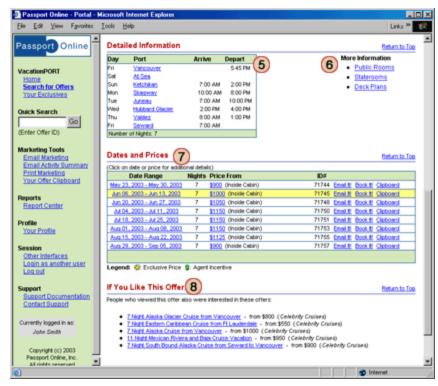
Description 4

7 Night North Bound Alaska Cruise from Vancouver to Seward

[Feature Page | Detailed Search | FAQ |

[ Description | Details | Dates / Prices / Book |]

- 4. *Description:* This section displays a text and graphical description of the offer.
- 5. Itinerary: This is an outline of the travel itinerary with links for each primary destination, leading to further detail about that destination.
- 6. *More Information:* Here, you will find even more detail about the offer including information about rooms, activities, and attractions.
- 7. Price Table: This table lists all of the departures, dates, and rates for the offer. The price figures are links—if you click on a price a window containing additional information will be displayed. Next to each price, the options from the Toolbox are repeated for easy access to agent-only capabilities.



8. Related Offers: These offers are based on real consumer and agent traffic. We tabulate all of the traffic through the VacationPORT system and display the other offers that were most often viewed by someone who also looked at this offer.



# **Booking Console**

When you click the Book It link on a row in the price table, a new page appears displaying booking information for that selection. includes all of the information and tools you need to book the offer immediately.

• The title and offer number for the specific departure and price.

Click on date or price for addit	onal datalle)				
Date Range	Price From	ID#			
May 31, 2003 - Jun 08, 2003	\$1749 (Save \$50 per person on this departure) \$	122092 Email#	Book #! C	Sipboard	
Jun 14, 2003 - Jun 22, 2003	\$1799	122093 Email It	Book It!	lipboard	
Jun 28, 2003 - Jul 06, 2003	\$1799	122094 Email It!	Book It!	lipboard	
Jul 12, 2003 - Jul 20, 2003	\$1849	122095 Email It!	Book #! C	lipboard	
Jul 26, 2003 - Aug 03, 2003	\$1849	122096 Email It	Book #! C	lipboard	
Aug 09, 2003 - Aug 17, 2003	\$1849	122097 Email t	Book #! C	lipboard	
Aug 23, 2003 - Aug 31, 2003	\$1849	122098 Email to	Book #! C	lipboard	
Sep 06, 2003 - Sep 14, 2003	\$1849	122099 Email It	Book # 0	lipboard	
Sep 20, 2003 - Sep 28, 2003	\$1849	122100 Email It	Book #I C	lipboard	
Oct 04, 2003 - Oct 12, 2003	\$1849	122101 Email to	Book #1 C	lipboard	

A description of the agent incentive, if available.

- The booking code to use when booking the offer. On some offers there will be a supplier tour code or a special fare code. Please use these codes when booking to ensure a proper match between the offer being displayed and the supplier's reservation systems. Note that the VacationPORT price ID (displayed in the price table) is **not** the code to use when booking an offer. Always use the supplier's booking code.
- Booking instructions from the supplier pertaining to the offer. This section lists all of the supplier deposits, cancellations, and other general terms and conditions.
- Additional supplier contact information is displayed when the supplier logo is clicked.

Online Booking: You can book many offers directly through your web browser by using the Booking Engine linked to the offers, or one of the booking online request forms provided. If an offer can be booked online, you will see a Book Online button appear in the Booking Console page.



Offline Booking: If no online booking engine or request form is available for an offer, you will need to use offline tools, such as telephone or fax, to contact the supplier for booking. For these offers, a reservations phone number and booking code will be displayed for the provider of the offer you have selected.



# **Online Booking**

For many of our suppliers, we include a link to their booking engine so these offers can be booked online. This capability, which will grow to include offers from more and more suppliers, is intended to save you time. The booking engines are controlled by the suppliers. All of our links to booking engines pass your agency information (including your IATA, ARC, or CLIA number) so that supplier commissions can be tracked and paid to you and your agency.

AgentPORT does not handle the actual process of completing the booking. Instead AgentPORT gathers information about the offer you've selected and about your agency from our database, then hands the information to a Booking Engine for completion. Everything that is displayed until you click the Book Online button is handled by AgentPORT. Everything after that point is handled by the 3rd party Booking Engine. The example on this page shows the

CruisePath booking engine.

## **Availability**

Please be aware that all travel offers and pricing described in VacationPORT are subject to availability and may be changed without notice by the suppliers who provide the actual travel. This is particularly true of prices, which may become unavailable as space is sold out, or as the policies of the supplier dictate. Passport Online endeavors to maintain up-to-date pricing where but cannot possible, current availability. The booking engines are the best source for that information.



#### **Price Matching**

We receive updates from our suppliers as frequently as daily. These updates often include special offers that are in limited supply. Many Booking Engines check for availability at the precise time you prepare to book an offer. If the offer that you see in our system has been sold out between the time we run our pricing updates and the time you book, that offer will no longer show up in the Booking Engine. When this happens, you will typically be presented with a list of the best remaining fares so you can select the best available price.

#### Registration

Many of the booking engines accessed through AgentPORT require that your agency register with the booking engine provider before you can use it for online booking. This registration process enables the booking engine provider to credit your agency with commissions for travel booked through the engine. Some booking engines will ask you for registration information as soon as you enter the engine from AgentPORT. If you are asked

for registration information by a booking engine, your agency has probably not been registered yet. You should first contact the AgentPORT administrator for your agency.

In some cases, such as the CruisePath booking engine, Passport Online will work your agency to accomplish registration in advance. Sometimes this pre-registration does not associate your AgentPORT account with your IATA, CLIA, or ARC number. If so, you will be asked to complete this step when you first attempt to book a cruise online, as in the image. Enter your IATA, CLIA, or ARC number and you will be shown a list of "commission offices" which are associated with that number. Look at the details for each, choose the one most appropriate for you, and click the link to assign yourself to it.

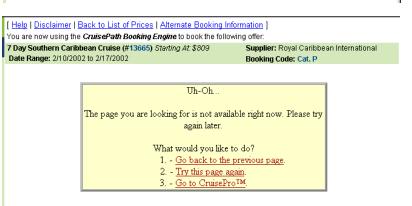
## **Problems**

The booking engines that are accessed through AgentPORT are the products of other companies, with whom Passport Online established has ongoing partnerships. Each booking engine company provides its own Terms of Use, support. technical and operational instructions. These can be viewed or accessed by entering the booking engine itself. Passport Online, Inc. is not responsible for the content, products, services, statements or privacy policies in, offered, made or asserted in the booking engines.

If you encounter difficulties entering a booking engine from an AgentPORT page, please contact us at support@passportonlineinc.com. Once you have entered the booking engine, please note the support address listed by the booking engine company, in case of questions or problems with the booking engine.







# **Trip Requests**

The Trip Request allows customers to communicate their interest in specific vacation offers to your agency. The Trip Request's many features include:

Desired Action: Whether the customer is interested in immediate booking, or in need of additional information before making a purchase decision.

Dates: Customers can specify a date range for traveling —flexible or not—which will help you when booking their requested offers.

Departure Information: The city, state, or airport code from which the customer would be departing.

Contact Preferences: The best way to contact the customer for a follow-up.

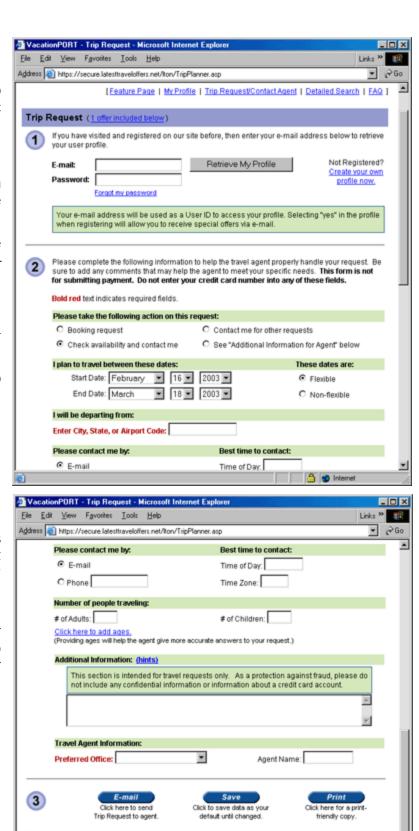
Traveler Information: Number and ages of adults and children who will be traveling.

Additional Information: The customer can use the Comment section to convey their specific interests, preferences, and needs to you.

Agency Information: If your agency has multiple offices, customers can select their office of choice. In addition, if they prefer to work with a particular agent, they can type in the name.

Action Buttons: Once the customer completes the form, it can be sent to your agency, saved for future use, or printed.

Offers: The offers a customer selects are listed on the Trip Request page and in the Trip Request email.



If you would like to remove one or more offers from your list, select the checkbox to the right of the offer, and

ID Summary

95550 2003 Beachfront Savings at Grand Lido Sans Souci -- SuperClubs -- 1/1/2003 --

Selected Offers (1 offer included)

From: \$270 (USD)

click the Delete icon to remove the selected offers

## Handling a Trip Request

When a customer sends a Trip Request to your agency, either the requested agent or the designated contact at your agency receives the email and will forward it to you if necessary.

When you receive the Trip Request email, it will include the information the customer entered in the form. At the bottom of the email is a list of the specific offers of interest. Under each offer title is a hyperlink. Click that link, and your browser will be taken to AgentPORT, where you will see the Offer Detail page for the offer selected. Note that AgentPORT will ask you to log in first since you will be shown agent-only data.

Using the information from the Offer Detail as well as the information from the Trip Request, you can contact the customer and finish the booking process. Once the customer is ready to book the offer, you can either use the online booking link if it is provided, or contact the supplier as you normally would.

If replying to a customer by email, **do not reply to the Trip Request**. The Trip Request may contain agent-only information that should not be sent to customers.

