

# Globus family of brands Co-Marketing Solutions



## Tech Advancements Meet Travel Expertise

Travel advisors are leveraging co-marketing strategies to effectively market and sell vacations. Through a partnership with the Globus family of brands and technology providers, advisors can create compelling campaigns that offer clients comprehensive and tailored travel experiences. These collaborative efforts enable advisors to tap into a wider network, enhance their expertise, and deliver exceptional vacation options to their customers.

The Globus family of brands has various solutions, options, and partnerships for travel agencies and advisors to make it easy to cross-market and sell our tours and river cruises.

### Solutions, Options & Partnerships

- 1 | Hosted Online Booking Engine
- 2 | Application Programming Interface (API)
- 3 | Data Integration Partnership
- 4 | Sharable Tour & River Cruise co-branded webpages

There are various factors when considering what advisors' goals are and what solution makes the most sense to use for their unique needs or business. Here's an overview of the tools and resources available to help advisors select the right solution.

#### 1 Hosted Online Booking Engine




The Globus family of brands offers a dedicated hosted online booking website for agency- and advisor-travel websites. The booking engine website is just that, a website that allows advisors' clients to visit a website for access to user-friendly travel transactions resulting in the travel advisor earning a commission from the online reservation booking. The website provides only an online booking engine that is unique to an agency, and it does not include any of the tour or river-cruise information.



The agency or advisor can also just feature an individual tour or river cruise on a website, in social media, an email or flyer that is then linked to their hosted website for that vacation.






The agency or advisor must have their own website where they link to their Hosted Online Booking Engine website.

-  The hosted website only works for an individual tour or river cruise on a specific departure date. The website does not include itinerary content or information about the tour or river cruise. The advisor is required to market the content of the tour or river cruise via their own methods (please see information about our API and our Data Integration Partnership on how to get the Globus family of brands' tour and river- cruise content).
-  Each agency must set up and configure their Hosted Online Booking Engine on the Globus family of brands Travel Advisor Portal (TAP). Once completed, the agency will receive a link that will include a unique ID with instructions on how to use the link to point clients to a specific tour or river cruise.
-  If an advisor needs help or assistance with the Hosted Online Booking Engine, they can email [WebTechSupport@globusfamily.com](mailto:WebTechSupport@globusfamily.com) to request instructions and insights on how to use this solution. We recommend that advisors include their Business Development Manager on the email to benefit from valuable insights and recommendations included in this service.





## 2 Application Programming Interface (API)

An Application Programming Interface (API) is a set of rules and protocols that allows different software applications to communicate and exchange data with each other. The API specifies how different components should interact in facilitating seamless integration and enabling developers to leverage functionalities of other systems or services in their own applications. Agencies and advisors can use our APIs to get access to all the tour and river-cruise information and data, which includes itineraries, departure dates, pricing, etc. Agencies and advisors can integrate this data into their own website or build a website with using the information.

-  This solution requires technical knowledge or hiring a developer to code a website with the API solution.
-  When an agency has a website up built on the API platform, they can then use the Hosted Online Booking Engine to link and allow their client to book online.
-  If an advisor needs help or assistance with the Hosted Online Booking Engine, they can email [WebTechSupport@globusfamily.com](mailto:WebTechSupport@globusfamily.com) to receive instructions and insights on how to use this solution. We recommend that Advisors include their Business Development Manager on the email to benefit from valuable insights and recommendations included in this service.

## 3 Data Integration Partnership

The Globus family of brands is longtime partner with Passport Online—a leading travel advisor company offering digital solutions and marketing services. They provide travel advisors with websites, email marketing, social media solutions, and content management systems to enhance their online presence, streamline bookings, and drive revenue. With our partnership, they use our API to build out powerful tools and solutions for agencies and advisors, while offering options based on individual agency or advisor needs with built-in tools to feature the Globus family of brands' tours and river cruises.

-  Agencies and advisors who have an existing website can use the provider's VacationPort tool that provides a dynamic search engine widget that can be shared on the agency's website. The advisor can configure the site to show Globus and Cosmos tours, as well as Avalon Waterways river cruises.
-  Our partnership with Passport Online integrates our Hosted Online Booking Engine directly into their platform. Once the advisor receives their unique TAP ID (as described above), they can provide it to Passport Online to establish direct links to the online booking engine.
-  For agencies or advisors without a dedicated website (or independent contractors who need a website), Passport Online offers a solution called NexCite. This hosted website for the agency provides advisors access to Globus and Cosmos tours, as well as Avalon Waterways river cruises and can feature and present vacations and cruises however they prefer in addition to developing a website for their specific business.
-  To get set up with Passport Online, simply email [sales@passportonlineinc.com](mailto:sales@passportonlineinc.com) or call (503) 626-7766 to request an online presence with the Globus family of brands.

**4 Sharable Tour & River Cruise Co-branded Webpages (coming soon)**

With the rollout of an updated Globus family of brands Travel Advisor Portal, a new feature will be introduced to agencies and advisors in the form of shareable tour and river cruise webpages. These vacation pages will be accessible within the Travel Advisor Portal to be shared with clients (via email, text message, webpage, etc.). These co-branded vacation pages will feature the advisor contact information to allow the client to book online with the same Hosted Online Booking Engine.

This new seamless solution for advisors will undoubtedly be the way of future in how advisors and agencies market, sell, and book tours and river cruises. More exciting details to come!



If you have additional questions on the benefits of Co-branding, please contact your Business Development Manager or Inside Sales Account Manager at 1-866-270-9850 or go to <https://agents.globusfamily.com/sales-support>. For additional technical questions, please email [webtechsupport@globusfamily.com](mailto:webtechsupport@globusfamily.com).