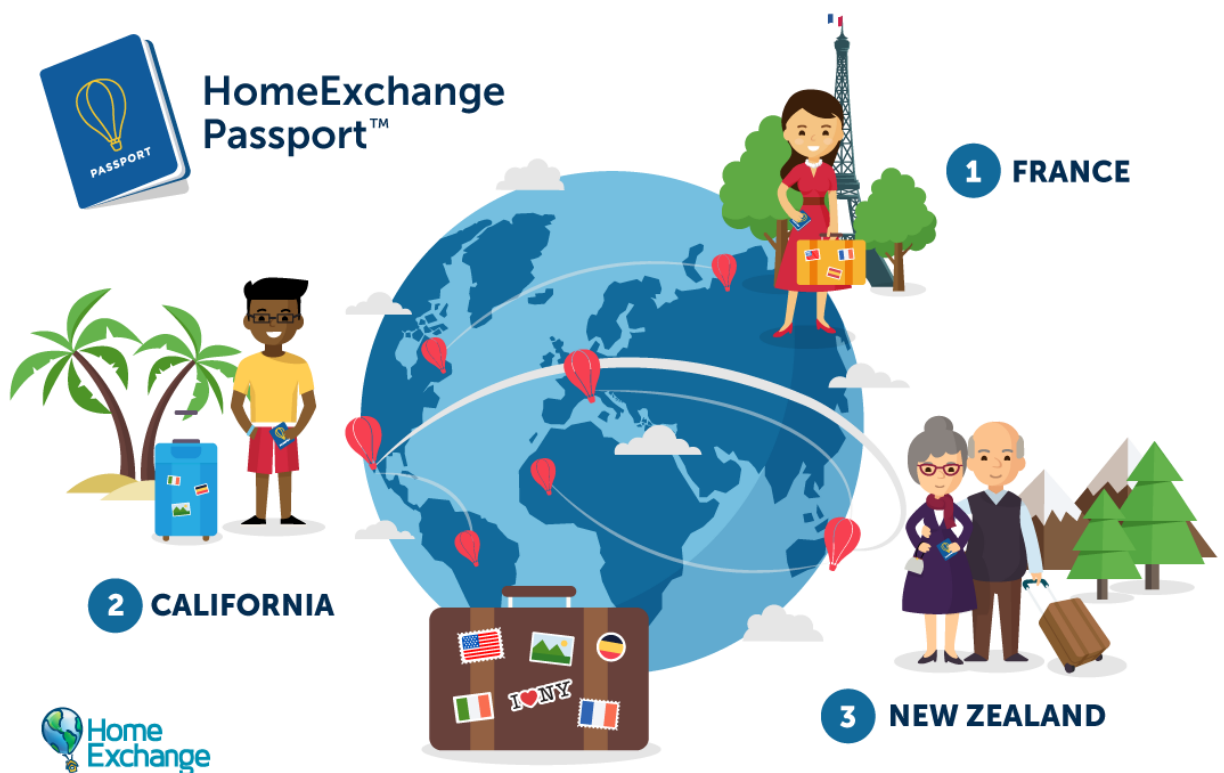




HomeExchange Launches Passport™ Program, a Breakthrough Evolution in Travel

Los Angeles, November 15th, 2016 - [HomeExchange](#) has unveiled its breakthrough [Passport™ Program](#), allowing world travel for free through a brilliantly simple system where no money changes hands. HomeExchange is the world's largest home exchange network, with over 65,000 active listings.



Supplementing its already successful “you stay in my home while I stay in yours” concept, Passport introduces a one-way, non-reciprocal exchange option that members have been seeking. They now earn the opportunity to stay in the destinations of their choice just by hosting different members.

“Passport is more than a solution, it’s a paradigm shift. The exchange experience had to become so easy and intuitive that everyone could benefit,” explained Jim Pickell, President of HomeExchange. “Our members in Hawaii dream of a trip to Paris, but Hawaii may not be the

first choice for Parisians who may fantasize about New York. How could we accommodate everyone's wishes? Well, we now have the answer: Passport."

The revolution does not stop there. HomeExchange is the first to dare to abolish any consideration of the duration, location or size of the homes in a non-reciprocal program. "It's a show of confidence and trust in the community that changes everything," noted Pickell.

Building upon the traditional model of HomeExchange.com, where members coordinate two-way exchanges, either simultaneously or with a commitment to host at a later date, the Passport program allows members to use one "Balloon" to stay in any other members' homes without necessarily hosting them in return. A Balloon is earned by hosting another member, also in a one-way exchange, thus expanding the world of exchange opportunities.



Balloons are earned regardless of length of stay, type of accommodation, or location; each time HomeExchange members host at their homes, they earn a Balloon that can be redeemed on a stay with any other members open to hosting the Balloon holder.

"Our members embrace all of the positive attributes of sharing. They've made HomeExchange a place where hospitality goes beyond the homes being exchanged. I frequently receive notes from members who host with no expectations of reciprocity. So providing this radically increased flexibility is merely a natural extension. In recognition of their needs and usage, we've prioritized conviviality over calculation," summarized Pickell. "The most important condition is you must participate, i.e., you must host to be hosted."

With the HomeExchange Passport program, communication between members is essential, so exchange inquiries are made through a completely redesigned secure messaging and guestbook system.

Now everyone who joins HomeExchange gets Passport access, and a first Balloon is earned after committing to host another member or renewing membership for a second year. At any

time, members can of course still do direct exchange, simultaneous or not.

Membership rates remain the same with access to Passport program included:

- HomeExchange traditional annual membership: \$150
- HomeExchangeGold annual membership: \$500

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About HomeExchange

Founded by Ed Kushins, a pioneer of the “collaborative consumption” movement, [HomeExchange](#) has facilitated over one million home swaps since 1992. It was featured in 2006 in the cult movie “The Holiday” starring Cameron Diaz, Kate Winslet and Jude Law. In 2015, 65,000 HomeExchange members made 130,000 home swaps across 150 countries. HomeExchange makes it easy to plan and enjoy a home exchange vacation and offers a memorable, authentic experience while giving travel real meaning. It was voted “Best Site for Booking Your Stay 2016” by readers of USA TODAY and 10Best.

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