



lastminute.com gives you wheels: the European Travel-Tech leader in Dynamic Holiday Packages announces Tour de France partnership

The three-season agreement brings a touch of pink
to the most iconic sports event in the world

lastminute.com and A.S.O. are delighted to announce a new agreement making the European Travel-Tech leader in Dynamic Holiday Packages the [Tour de France Official Partner](#) from 2022. The sponsorship agreement with Amaury Sport Organisation (A.S.O.) includes Paris-Roubaix, Paris-Roubaix Femmes, the Tour de France Femmes avec Zwift and L'Étape du Tour de France.

This is a perfect partnership between one of the most challenging sporting events in the world and the iconic lastminute.com brand. The Tour de France gives millions of viewers the chance to witness epic performances while travelling across beautiful sceneries. Likewise, lastminute.com offers millions of holidaymakers brilliant deals to getaway and do the things they love the most - travelling.

To celebrate the partnership, lastminute.com will launch a digital campaign under the theme of [#tourlikeapro](#), with tips and advice on how to best experience the race and explore some of Europe's most scenic destinations. The Tour de France followers will also be able to see lastminute.com branding in the bibs and along the stages.

Fabio Cannavale, CEO of lastminute.com commented *"The Tour de France has showcased travel and sport on an epic scale for almost 120 years, combining beautiful countryside and romantic cities sceneries with ice-capped mountain ranges and famous landmarks like the Arc De Triomphe.*

While professional cyclists might fly-past in seconds, for spectators the memories of being there and the buzz of a live sporting event last a life-time. It's a great and immersive experience which is why we're so excited about being the official travel partner of the Tour de France. Together we can promote the extraordinary spirit of epic sport, discovery and travel.

We can't wait for our customers and employees alike to experience the greatest sporting show on earth, with the same enthusiasm and passion we put in empowering millions of people to book their next holiday and getaways, supporting them to get where they want to get to, in the quickest and easiest way possible, so they can concentrate on the finish line - enjoying their next vacation."

Yann Le Moenner, CEO of A.S.O. added *"We are very happy to welcome lastminute.com as a partner of the Tour de France. Our sport is characterised by the discovery of landscapes, territories and cultures, everything you encounter when you travel. Every cycling fan has a great desire to explore the settings in which its champions ride. It is therefore only*



natural that the online travel sector's European leader would join us in the great open-air visit that cycling offers."



ENDS

Imagery can be downloaded through [this link](#)

Note: Included in imagery -

- Fabio Cannavale, CEO of lastminute.com group
- Ana Domenech, Market Director Southern Europe (France, Italy, Spain and Portugal)
- Yann Le Moënner, CEO of Amaury Sport Organisation
- Julien Goupil, Medias & Partnerships Director of Amaury Sport Organisation

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events. A.S.O. organises 250 days of competition per year, with 90 events in 30 countries. A.S.O. is involved in 5 major sports including cycling with the Tour de France, motor sports with the Dakar, mass events with the Schneider Electric Marathon de Paris, golf with the Lacoste Ladies Open de France and sailing with production and distribution of images for prestigious races. Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe.

lastminute.com is the European Travel-Tech company leader in dynamic holiday packages. lastminute.com operates a portfolio of well-known brands such as lastminute.com, Volagratis, Rumbo, weg.de, Bravofly, Jetcost, Crocierissime and Hotelscan. The group's vision is to design the future of travel & tourism using digital technology as an enabler. The group runs its business in 17 languages and 40 countries, with more than 1,000 employees spread across our offices worldwide, developing our own products and services to power the entire traveller journey for millions of people. lastminute.com N.V. is a publicly-traded company listed under the ticker symbol LMN on SIX Swiss Exchange and the sponsor of lastminute.com London Eye.

For more information about the Tour de France please visit www.letour.fr
Press contacts A.S.O / Fabrice Tiano: ftiano@aso.fr / +33.(0)6.33.86.28.64

For more information about lastminute.com please visit <https://www.lastminute.com/>
Press contacts lastminute.com / Press team communications_team@lastminute.com /
UK PR agency: Contact Zoe, Harriet and Amelia at Sunny Side Up Communications:
lastminute@sunnysideupcomms.co.uk