

Media Release

lastminute.com announced as the exclusive travel partner for Priority from O2

- *JET SET FOR LESS: with the deal, millions of O2 and Virgin Media customers gain access to discounts on departures.*
- *PUTTING THE ROME IN ROAMING: partnership deals could see up to £100 off a city break for holidaymakers in 2023.*
- *MAKING BOARDING A PRIORITY: customers of O2 and Virgin Media can also enter prize draws to win weekends away to the likes of Barcelona and Amsterdam.*

London / Chiasso, January 2023 - lastminute.com, the European Travel Tech leader in Dynamic Holiday Packages, is delighted to become the official travel partner of Priority from O2 in the UK.

Ring in the changes

The UK's largest Telco rewards platform, Priority from O2, chose the online Travel Tech company due to its vast inventory and TravelTech solutions over other offerings. This is in part to the beauty of Dynamic Packaging which gives almost instant access to millions of combinations of flights and hotels to choose from - plus additional discounts available to Priority from O2 customers, which now also includes Virgin Media customers. They can claim a unique discount code from the Priority members area to access incredible deals from a dedicated [lastminute.com partnership page](#) or directly on [Priority from O2](#) website or app and includes:

- £50 off Hotels when spending £500
- £75 off Flight + Hotel when spending £750
- £100 off Flight + Hotel when spending £1,000

Appointed in December 2022, **new lastminute.com, CEO, Luca Concone** said partnering with Priority from O2, was the *"perfect way to start 2023"*.

Mr Concone added: *"I came on board to launch what I'm calling "lastminute.com 2.0", a new stronger and leaner iteration of this famous brand. Our commitment to our customers goes hand in hand with our commitment to our partners. Giving holidaymakers great experiences and great deals is at the heart of everything we do, and this partnership with Priority from O2 showcases that ethos.*

The world is moving more mobile-first every day, and this is the sort of travel-tech partnership that will give thousands of phone users access to exclusive deals at their fingertips."

Ready to roam

With mobile phones being used for everything from check-in at the airport to finding our way around it's no wonder it's the one item, passport aside, we can't travel without.

Priority from O2 has also revealed that Spain remains the Brit's number one country to roam in, something that's backed up by lastminute.com's own holiday data.

Here are the top five countries in order of mobile data use:

1. Spain
2. Ireland
3. France
4. Greece
5. Italy

Head of Priority Partnerships at Priority from O2, Courtney Caddick said: *"Through our brand-new partnership with [lastminute.com](https://www.lastminute.com) we're giving our customers exclusive money-saving holiday packages with Priority from O2. As we remain the only major UK mobile network to offer inclusive EU roaming, our customers can book that much-deserved holiday for less and without worrying about roaming charges."*

Head of Partnerships at lastminute.com, Lucio Marazzi, said the move will be a welcome boost to holidaymakers looking to see their money go as far as possible. He said: *"At lastminute.com we've had a long history of creating successful partnerships both inside and outside of the travel industry so it's been brilliant working alongside Priority from O2, the UK's largest Telco rewards platform, to create our first non-travel white label in the UK. Wanting to give our customers an incredible mobile-first experience to make memories is something both brands share."*

About lastminute.com

[lastminute.com](https://www.lastminute.com) is the European Travel-Tech leader in dynamic holiday packages. It operates a portfolio of well-known brands such as lastminute.com, Volagratis, Rumbo, weg.de, Bravofly, Jetcost and Hotelscan. Our vision is to design the future of travel & tourism using digital technology as an enabler. We continuously invest in talented people who ensure our offering is closer to the needs of the customers and keep us at the cutting edge of technology evolution. We run our business in 17 languages and 40 countries, with more than 1,500 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.

For more information on our rewards, please visit our [partnerships page](#).

About Priority from O2

[Priority from O2](#) is the UK's largest Telco rewards platform Priority is our way of saying thanks. It's exclusive to O2 and Virgin Media customers and brings you great offers from high street brands, tickets and experiences, as well as access to the best in entertainment.

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