

## **lastminute.com confirms TUI as the preferred partner for Tours & Activities**

- TUI platform with experiences in over 100 countries integrates with existing lastminute.com channels and touchpoints.***
- Together we will offer a diverse portfolio including thousands of excursions, activities and attractions tickets now available.***
- The move will drive growth in this area for the lastminute.com group including their brands; Bravofly, Rumbo, Volagratis, and Weg.de.***

**2 July 2024** - lastminute.com, European Travel-Tech leader in Dynamic Holiday Packages, supporting millions of customers every year, announces the TUI Group, one of the world's leading tourism businesses, as their preferred Tours & Activities partner.

In a move to boost further growth in this exciting market, TUI will provide lastminute.com and a selection of its brands, including Bravofly, Rumbo, Volagratis, and Weg.de, with a new platform featuring thousands of experiences in city-break and beach destinations in over 100 countries around the world.

**Luca Concione, CEO of lastminute.com said:** *"I want anyone to see us as their ideal travel companion across the entire travel journey. I believe Tours & Activities have a huge potential to become a vital component of a Holiday Package. Our mission is to personalise and simplify the travel experience, and this partnership means we can offer our customers a fantastic range of things to do in destinations via a technology platform that is easy to access. This exciting partnership enables us to deliver an easier, more enjoyable and even more enriched customer experience."*

The new platform will integrate with existing lastminute.com channels and touchpoints, including website, CRM and SMS, ensuring a seamless experience for customers. Already operational for lastminute.com, the platform for Bravofly, Rumbo, Volagratis and Weg.de will go live during the summer. In addition to online channels, TUI and lastminute.com will explore different initiatives related to telesales and direct sales in destination to further grow customer uptake of experiences.

*"We are thrilled to partner with lastminute.com, a pioneering business that recognises the high value and importance of Tours & Activities in the overall travel experience. This strategic partnership further cements TUI's position as the Tours & Activities*

*partner of choice.” said **Peter Ulwahn, CEO at TUI Musement, the Tours & Activities division of TUI Group.** “We have worked with lastminute.com for years, but now take our collaboration to a whole new level, leveraging our strong operator relationships, omnichannel distribution capabilities, and full curated portfolio of experiences, including unique excursions developed in-house by our team.”*

A diverse portfolio of thousands of excursions, activities and attraction tickets will be available directly to customers. This includes hundreds of experiences developed in-house by the TUI team, such as exploring Teide Volcano at night in Tenerife, discovering the floating markets of Bangkok, indulging in food and wine tasting in Crete, and floating up high during a hot air balloon ride over Marrakech.

Notes to editors

lastminute.com Tours & Activities Platform: <https://lastminute.musement.com/uk>

#### **About lastminute.com**

lastminute.com is the European Travel-Tech leader in Dynamic Holiday Packages. Our mission is to simplify, personalise, and enhance our customers' travel experience by leveraging technology. Thanks to the iconic brand lastminute.com and a rich portfolio of vertical brands, we meet the most diverse needs of travellers across the entire holiday experience. As one of the few fully licensed European tour operators, we offer unlimited real-time travel combinations thanks to our proprietary Dynamic Holiday Packaging engine, providing additional customer protection and exclusive deals. lastminute.com N.V. is a publicly traded company listed under the ticker symbol, LMN on the SIX Swiss Exchange.

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#### **About TUI Group**

TUI Group is a leading global tourism group and operates worldwide. The Group is headquartered in Germany. TUI shares are listed on the FTSE 250, an index of the London Stock Exchange, on the regulated market of the Hanover Stock Exchange and on the Open Market segment of the Frankfurt Stock Exchange. The TUI Group offers integrated services from a single source for its 21 million customers.

#### **About TUI Musement**

TUI Musement is a global Tours & Activities business that combines scalable digital platforms with personalised in-destination service by local teams, to deliver products in three main business lines:

- Experiences: Excursions, activities & tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing flights, hotels, experiences and transfers

Available in all major city and sun & beach destinations, products are developed in-house or sourced from leading travel businesses. They are distributed to customers, including the 20+ million TUI customers, through the TUI websites and apps, in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group.