

Media Release

## lastminute.com Scoops Double Win At Prestigious Travel Tech Awards

- ***Winner of Best Travel Retailer and Best Social and Influencer Campaign gongs at the Travolution Awards in London.***

**Amsterdam / Chiasso, 5 December 2024** – lastminute.com, the European Travel-Tech leader in Dynamic Holiday Packages, is delighted to have won two major awards at the biggest annual celebration of the talents and achievements of brands and individuals in the online travel sector in the UK and beyond.

A 10-strong team from lastminute.com joined a host of other travel and tech companies from all over the world at the 2024 Travolution Awards in London.

The event was presented by emerging stand-up comedian, Josh Jones, along with Travolution editor, Kate Harden-England, and a host of industry executives, and took place at the new venue City Central at HAC, with hundreds of guests in attendance

### **Best Travel Retailer - WINNER**

The judges deemed lastminute.com the company doing the best job promoting and selling holidays and trips to the general public via a website or mobile app that stands out from the crowd in its approach and excels in providing the customers with exactly what they want.

Also shortlisted for this award were Booking.com, Expedia Group, loveholidays, On The Beach, Skyscanner, Travel Republic and TravelUp.

The award entry spoke about how as a company we're pushing the boundaries of Online Travel Agencies (OTA) by leveraging the fact that our business was born online to take a technology-led approach in everything we do.

What makes us stand out from other OTAs is that we are growing not only our business on our platforms but also through our proprietary technology and white-label partners, further expanding our reach and attracting a new generation of customers across Europe.

### **Best Social and Influencer Campaign - WINNER**

The "One Year of Travel with Flash Sale Deals" campaign saw lastminute.com lift this award for the first time.

Here the judges were looking for a travel brand which has excelled in using social media channels and influencers to build brand affinity, hone their marketing messages to key target groups and drive loyalty and advocacy.

**CEO of lastminute.com, Luca Concone,** said: *"We know we are the best at what we do, promoting and selling holidays and trips by website and app. To have someone else give kudos to our work in the shape of these two prestigious awards is a wonderful way to end the year.*

*He added: "I want to thank Travolution - it is a tribute to all our work behind the scenes, by everyone involved in the company, helping holidaymakers make memories while they are away.*

*And finally, I want to thank our people for their innovative thinking and drive that keeps us delivering customers exactly what they want. Winning these awards will give us even further energy to consistently improve customer experience when it comes to their all-important holiday"*

#### **[About lastminute.com](#)**

lastminute.com is the European Travel-Tech leader in Dynamic Holiday Packages. Our mission is to simplify, personalise, and enhance customers' travel experience by leveraging our 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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