

Media Release

## lastminute.com and Agenzia Turistica Ticinese join forces to promote the beauty of the region

*A tailored campaign to showcase the excellence of Ticino: gastronomy topped the list of interests, followed by Christmas markets and outdoor activities. Our data showed couples held the strongest interest in the region.*

**Chiasso, 21 January 2025** – Highlighting the natural beauty of the Ticino region and sending a strong message of support to local tourism operators: this is the goal that brought lastminute.com, European Travel Tech leader in Dynamic Holiday Packages based in Chiasso (Switzerland), to start a collaboration with Agenzia Turistica Ticinese (ATT) - the tourism bureau of the Canton Ticino.

Together, they launched a **promotional campaign showcasing Ticino's unique features and wide range of accommodations**. From breathtaking lakes and medieval castles to stunning alpine landscapes, the campaign targeted audiences in Germany, Italy, and Switzerland, aiming to spotlight the region's many treasures.

The campaign, which recently concluded, achieved positive results, reaching 4.5 million total views.

### From culinary delights to outdoor escapes - a look at the key trends

**Gastronomy** emerged as the most appreciated theme of the campaign, establishing itself as the main driver of interest across all three target countries, followed by **Christmas markets**, which were particularly favored by the Italian audience. On the other hand, in the German and Swiss markets, **nature and outdoor activities** proved to be the leading factors, highlighting Ticino's uniqueness as a tourist destination for those seeking adventure and relaxation in the open air. From a target audience perspective, **couples** emerged as the primary audience, followed by groups of friends.

### The bigger picture

The measures outlined by the Ticino Department of Finance and Economy to support innovation and regional economic policies (2024–2027) set a clear direction, placing **tourism at the heart of local development**. Key priorities include providing support for tourist destinations, enriching the region's offerings, and promoting year-round tourism. Inspired by these guidelines, lastminute.com

leveraged its technology, 25+ years of travel expertise, and the creative skills of its people to make a tangible contribution to the region.

The campaign, led by **Forward**, the marketing and media arm of the Group, included dedicated landing pages, social media content, and email marketing initiatives.

*"To contribute to the growth of a region through sustainability initiatives, sometimes all it takes is to offer what you do best and put your skills at the service of the local community where you live and operate," said **Fabio Salvatore, Chief Sustainability and Public Affairs Officer at lastminute.com**. "This project was born out of listening to the needs of the region, which we sought to translate into concrete actions based on the expertise of our people. We feel deeply connected to Ticino, not only as the home of our headquarters but as an integral part of the local community. This collaboration marks an important step both in pursuing our corporate sustainability strategy and in actively supporting the strategic objectives outlined by the Canton."*

The **Director of ATT, Angelo Trotta**, comments: *"We are pleased to collaborate with a partner like lastminute.com, which shares our vision for the future of tourism in Ticino. This pilot campaign is a concrete example of how public-private synergies can enhance our region, promoting it as a sustainable and attractive destination year-round. We firmly believe that initiatives like this are essential for strengthening Ticino's identity and attracting visitors who can appreciate its unique qualities."*

#### **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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