

lastminute.com, the original innovator in spontaneous travel, reasserts identity with new digital-first brand campaign

- *The original innovator, lastminute.com, looks to reclaim its legacy from “imitators” by reminding the world what “last minute” really means.*
- *Continuing with its powerful “it’s never too late to book” messaging, it’s aimed at tackling holiday booking stress head-on by reassuring holidaymakers they can still get a good deal no matter when they get around to booking.*
- *The campaign has evolved from a situation of “where you did your booking and browsing” in 2024 to the more emotional 2025 vision of the joy that booking a last-minute holiday deal has.*

Chiasso, 12 May 2025 – lastminute.com, the European Travel-Tech leader in Dynamic Holiday Packages (DP), has today announced the launch of its pan-European, multi-channel marketing campaign aimed at reinforcing its brand’s position in the market.

Following the success of last year’s campaign, which reminded holidaymakers that the brand is the go-to Online Travel Agency (OTA) for last-minute getaways, the new creative will further establish our last-minute credentials. The campaign has a playful yet powerful response to the adrenaline rush that can accompany late holiday bookings, especially for today’s time-poor families and busy professionals.

The campaign supports the delivery of lastminute.com’s differentiated brand strategy to deepen customer connections. It will be rolled out across digital platforms in its key European markets, including the UK, France, Germany and Italy. It will also be the first time launching brand marketing in Sweden, marking a strategic step into a high-potential market with digitally savvy travellers.

Leveraging key insight that lastminute.com customers often tend to book within 30 days of departure, along with the highly-targeted brand investment, the campaign aims to drive bookings during the summer campaign period as well as build awareness of the brand and grow consideration of its products for long-term growth.

Chief Executive Officer, Alessandro Petazzi, said: *“In a landscape as competitive as the European travel market, it’s important to be distinct and not blend in with the crowd. I see a lot of players trying to dabble with the last-minute travel concept in their marketing, but this is our expertise. We’ve been doing it for a long time now and doing it well.*

We are owning our brand name, lastminute.com, like never before to further develop that emotional connection with our customers. We want them to understand we are their trusted holiday provider, whatever the time pressure, offering convenience alongside value that extends well beyond the booking."

*"Consistency of message is crucial", according to **Chief Marketing Officer, Paul Cumiskey**, when positioning lastminute.com as the home of last-minute holiday deals throughout all customer touchpoints.*

Paul said: "The strategy behind the campaign was to reassure holidaymakers looking for a summer holiday that they can come to us to book a great deal, whatever the timing. In a typical tongue-in-cheek way, we are saying to customers, "Don't be stressed if you haven't organised the whole family yet", there will be an incredible trip waiting for you, even if you're flying the next day".

Delivered in collaboration with creative agency [Trouble Maker](#), the digital-only content can be viewed on YouTube, TikTok, Facebook, Instagram and via Display advertisements. In Germany and Sweden, content will also be seen on Connected TV - in a first for the group.

Paul added: "While we are launching ahead of the summer, we are in this for the long haul, pun intended, not measuring success through purely short-term sales but in longer-term brand equity."

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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