

LASTMINUTE.COM MANDATES INTERFACE TOURISM TO MANAGE ITS PUBLIC RELATIONS IN THE FRENCH MARKET

lastminute.com, one of the European leaders in online travel, has entrusted Interface Tourism with managing and developing its reputation on the French market.

Paris, April 17, 2019 – lastminute.com is an online travel agency that strives to go beyond travel to offer travellers experiences, encounters, moments of sharing and emotion.

Over the years, the brand has wanted to evolve beyond its initial "last minute" concept. It has tried to offer the best travel offers in the market to its customers. Lastminute.com is a pioneer in its sector and has distinguished itself by creating tailor-made travel (2003), flexible dates for flights (2006) and top-secret hotels (2008).

In 2018, the company celebrated its 20th anniversary by launching an extensive communication campaign featuring a flamingo as pink as its logo to invite people to "discover life in pink". In order to develop its reputation in France, Interface Tourism will go along with lastminute.com in its brand repositioning, with inspirational content.

lastminute.com has chosen Interface Tourism agency to support it in its press relations activities, with an emphasis on digital, in order to get as close as possible to the practices and habits of its audience.

Leading agency in public relations and marketing specializing in the tourism sector, Interface Tourism has for several years already strengthened its field of expertise and skill by offering its services to private actors operating in various key sectors of the tourism industry and in particular to major web players like lastminute.com.

« We are proud that Lastminute.com has trusted us to strengthen its reputation on the French market. Interface Tourism looks forward to supporting a historic and innovative player in the continuity of its business,» said Blaise Borezée, *Managing Director of Interface Tourism France.*

About Interface Tourism :

Interface Tourism is a communications, PR, social media and marketing agency working exclusively in the travel sector. From offices in France, Italy and Spain, Interface Tourism works with many destinations and leading tourism industry brands including airlines, DMCs, or hotels both as an ongoing full representation and on a project basis. With a team of 50 experts, Interface Tourism develops and executes strategies according to its customers' needs in BtoB and BtoC marketing, PR or social media. Supporting its offices in Paris, Milan and Madrid, the agency also has a strong affiliate network of close partners in all European markets.

Follow our news and keep informed of the last tourism trends by subscribing to our Facebook page Interface Tourism France and by following us on Twitter @InterfaceFrance

www.interfacetourism.fr

About Lastminute:

We are a multinational group listed on the stock exchange, among the world leaders in the online travel industry and we operate a portfolio of recognized brands such as lastminute.com, Volagratis, Rumbo, Weg.de, Bravofly, Jetcost and Hotelscan. The mission of the group is to be the most significant and inspiring travel agency, eager to enrich the lives of travellers. Each month, the group reaches 45 million users through its mobile sites and applications (in 17 languages and for 40 countries) who are looking for and booking their travel and experiences with us. More than 1200 people are happy to work for us and help provide our audience with a comprehensive and inspiring offer of travel-related products and services. Lastminute.com N.V. is a company listed on the Swiss SIX Swiss Exchange under the LMN code.

France Press contacts :

Delphine Darfeuille & Jennifer Silvestre – Interface Tourism France

lastminute@interfacetourism.com

+33 (0) 1 53 25 51 07