



Politours and Europamundo have signed an agreement to market river cruises in Latin America

- This agreement aims to strengthen the tourism connection between Latin America and Europe.
- The collaboration is also expected to extend to Japan and other English-speaking destinations, creating a tailor-made product for these markets.

Madrid, June 7th, 2023 - Travel wholesaler *Politours*, a reference in the river cruise segment, and Europamundo, a leading tour operator for vacation circuits in Latin America, have signed a strategic agreement to promote the marketing of river cruises in Latin America, where the travel operator has a strong sales force due to its extensive network.

Through this partnership, *Politours* will enhance its presence in Latin America with a partner that has significant local presence. *Europamundo Vacaciones*, which is part of the JTB Group, one of the largest tourism groups worldwide, enjoys a strong presence in Latin America, being a leader in the sale of quality circuits throughout Europe. As of now, and under this alliance, Europamundo will incorporate *Politours'* river cruise itineraries into its catalog, which is the wholesaler's flagship product and a highly demanded segment by the Latin American audience.

Alejandro de la Osa, CEO of Europamundo, highly values this partnership because "it will allow us to expand *Europamundo's* traditional offerings with an attractive complementary product, with *Politours'* quality guarantee."

Carlos Ruiz, General Director of *Politours*, highlights that "this agreement reaffirms our commitment to the Latin American market, where the *Politours* brand enjoys great prestige thanks to an offering based on quality, culture, and hospitality. We expect to continue growing hand in hand with Europamundo."

The agreement comes at a crucial moment for *Politours*, which faces the challenge of consolidating its brand in Latin America, a priority market from which it expects 40% of its business to come within the next 3 years.

The alliance also contemplates the possibility of expansion into the Japanese market and other English-speaking destinations, with the creation of a product tailored to these customers.

Politours, river cruise specialist

Since *Politours* began operating in the river cruise segment in 2002, its cruises have become a benchmark for hospitality and quality, with a strong presence in the Spanish and Latin American markets.

For over 20 years, *Politours* has offered cruises on the most emblematic navigable rivers in Western Europe, tailored to the preferences and needs of Spanish-speaking travelers. Its 4 and 5-anchor vessels, classified as floating boutique hotels, provide all kinds of amenities, exquisite

dining, as well as schedules, guides, and activities adapted to the idiosyncrasies of Spanish-speaking travelers.

Throughout its trajectory, *Politours* has chartered hundreds of river cruises, with more than 150,000 people traveling on them.

The wholesaler is already working on the river cruise programming for the 2024 season, which will be available for sale starting June 20 and will include journeys along some of Europe's most representative rivers, such as the Rhine, Danube, Douro, Elbe, and the coastal region of Dalmatia.

Europamundo, leading tour operator in Latin America

Europamundo Vacaciones, founded 25 years ago, is a leader in road tour circuits in Europe and offers its own products in numerous countries, including the United States, Canada, Mexico, India, Japan, South Korea, China, Turkey, Egypt, Jordan, Morocco, Israel, the United Arab Emirates, Saudi Arabia...

More than 140,000 passengers travel each year with *Europamundo Vacaciones*, experiencing the tour operator's offerings in flexible circuits, with the best value for money and a strong customer focus. *Europamundo* emphasizes technology, creativity, safety, and above all, responsible and sustainable tourism.