

## **Kuoni Tumlare and the Lucerne Tourism Ltd., partner up to develop year-round travel to the region.**

**The new partnership will make travel to the city of lights easy and offer great packages and incentives to those visiting Lucerne and the surrounding region.**

29<sup>th</sup> June 2023 - Global destination management specialist Kuoni Tumlare and the Lucerne Tourism Board have signed a new partnership agreement to develop year-round tourism in the city. This will help place Kuoni Tumlare in a position to attract more group visitors to the region. Concurrently, this partnership will enable Lucerne Tourism Ltd. to strengthen the positioning of Lucerne as an all-year-round destination.

The new partnership will allow both companies to grow tourism outside the high season months and highlight popular local winter events, such as Christmas markets, LiLu and the Carnival.

This partnership amalgamates the international reach of Kuoni Tumlare and the understanding of the local landscape from within the Lucerne Tourism Ltd. organisation. This partnership will help to raise awareness of the city as Switzerland's musical city, and the perfect destination for all seasons.

Kuoni Tumlare has over 100 years of experience in destination management. Its global footprint, unrivalled local destination knowledge and rich expertise sets the company apart. Lucerne Tourism Ltd, is the competence centre for the positioning, market development, public relations and guest care of numerous partners delivering first-class services for the Lucerne – Lake Lucerne Region. Both companies focus strongly on sustainability through CSR initiatives and as part of Swisstainability.

Marco Russi, COO, Kuoni Tumlare MICE & Destination Offices Europe commented: *“With this partnership, we want to develop Lucerne as a full-year travel destination. Our focus will be on finding the right business segment, that has an active interest in visiting the beautiful region of Lucerne in a sustainable way.”*

Marcel Perren, CEO, Lucerne Tourism Ltd: *“Strengthening the winter season in the global market portfolio is enormously important for Lucerne Tourism. To complement our broad marketing activities, we are delighted Kuoni Tumlare will be able to put our diverse winter highlights such as the picturesque Christmas markets, the increasingly popular Light Festival Lucerne (LiLu) and the traditional and unique Lucerne Carnival as well as the various renowned musical events on display. The goal of increasing the occupancy rate in winter among our partners can be intensified in this way.”*

### **About Kuoni Tumlare**

Kuoni Tumlare is a destination management company with over 100 years of experience, a global footprint, unrivalled local destination knowledge and rich expertise - setting it apart and driving it in pursuit of the original purpose that inspired the founders over a century ago: to foster connections across cultures.

At Kuoni Tumlare, we deliver truly inspiring and innovative solutions and experiences that create value both for our Partners and Society at large. Our wide portfolio of products and solutions is built on 100+ years of destination management experience. Our solutions include series tours, technical visits, educational tours and Japanspecialist travel consulting, as well as meetings, incentives, conferences, and exhibitions. Our product portfolio includes MyBus excursions at destinations as well as guaranteed departure tours devised and delivered by our Seat-in-Coach specialists, Europamundo (EMV) and MyBus Landcruise.

### **About Lucerne Tourism Ltd.**

Lucerne Tourism Ltd (LTAG), is the competence centre for the positioning, market development, public relations and guest care of numerous partners delivering first-class services for the Lucerne – Lake Lucerne Region.

LTAG's sphere of responsibility is devoted to ensuring the excellence, authenticity and sustainability of the region's tourism products and services. Tourism is one of the main economic sectors of the Lake Lucerne Region. Hence, LTAG puts the prominence and positioning of the brand at the service of the regional economy in the defined markets. Brand positioning and brand management are among LTAG's core tasks.

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