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PRESS RELEASE

Ceetiz and TravelBrands: A New Collaboration Between Sister Companies of the HIS Group to Enrich Travel Offerings for Canadian Travel Agents and Travellers.

Ceetiz, the French leader in the sale of activities, continues its technological integration within the ecosystem of the HIS Group, to which it belongs, by becoming the preferred provider for TravelBrands, a major player in travel in Canada. This connectivity now allows Canadian travel agents to access a rich and diverse selection of tourist activities, meeting the growing demand for unique experiences among North American travellers.

Ceetiz's integration into the Canadian market marks a significant pivot in its growth strategy. With an offering tailored to both French- and English-speaking audiences, Ceetiz is positioning itself in a key territory, opening up to a market eager for novelty and immersive experiences.

For TravelBrands, this alliance presents a unique opportunity to offer travel agents a range of activities that perfectly complements its existing travel options. Additionally, it showcases TravelBrands' continued commitment to growth, innovation and leveraging cutting-edge technology to simplify the travel booking process for agents. Through the Access+ platform, TravelBrands continues to set the standard for seamless solutions that empower agents to deliver exceptional service to their clients.

With the new Ceetiz integration, TravelBrands agents can now access thousands of unique experiences across 400+ destinations worldwide. This enhancement allows agents to confidently offer and sell extraordinary activities at competitive prices, making it quicker and more convenient than ever to create unforgettable memories for their clients. From an inspiring tour of the Louvre in Paris to a dazzling West End musical in London, an exploration of the Colosseum in Rome, or breathtaking views from the top of the Empire State Building in New York City, these remarkable experiences are just a few clicks away – bringing ease, efficiency, and excitement to every booking.

By combining their expertise, Ceetiz and TravelBrands strengthen the synergies within the HIS Group. Together, they share the common ambition of transforming access to cultural and leisure activities for travellers.



“This integration is an important step for Ceetiz,” says Damien Bellon, Co-founder and General Manager of the company. “It brings us closer to our vision: to offer enriching experiences to an ever-growing audience while creating strong synergies with our partners within HIS. We are thrilled to be able to offer our services to the Canadian market, which is perfectly aligned with our values and ambition.”

“Our collaboration with Ceetiz represents a significant enhancement to our product portfolio and the overall TravelBrands experience, empowering our valued travel agents and their clients with seamless access to a world of pre-planned, curated holiday activities,” says Nathalie Tanious, President & CEO of H.I.S. Canada Travel Inc., parent company of TravelBrands. “This partnership not only simplifies the planning process but also ensures that travellers can look forward to unique, exciting experiences tailored to their destinations, all with the ease and reliability they’ve come to expect from TravelBrands.”



About Ceetiz

Ceetiz.fr is a leading French Online Travel Agency focused on connecting travellers with experiences worldwide. Since 2021, Ceetiz has operated as a subsidiary of Miki Travel, part of the Japanese HIS Group, with a global presence spanning 70 countries.

Ceetiz provides:

- A carefully curated and competitively priced range of activities, including tickets for museums, landmarks, theme parks, multi-activity passes, guided tours, excursions, and more across 400+ destinations.
- Its own exclusive tours and experiences under the Ceetiz Exclusives® label, blending cultural immersion with local lifestyle. These exclusive experiences are managed by the 300 Destination Management Company (DMC) offices of Miki Travel and HIS, ensuring quality and authenticity.
- A broad selection of French-language activities available worldwide.

Ceetiz's offerings are accessible both to B2B partners, thanks to advanced technology solutions (including a distribution API, the Ceetiz Agent platform for travel agents, and integrations with major booking systems), and to the general public via its website, www.ceetiz.com.

With its official travel agency status, Ceetiz provides a dedicated 7-days-a-week customer service for its business clients, available through email and a toll-free contact number.

For press inquiries, contact: presse@ceetiz.com

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About TravelBrands

TravelBrands is North America's leading one-stop-shop travel company comprised of wholesale and retail divisions with strong partnerships across the globe. A division of H.I.S. Canada Travel Inc., TravelBrands gives agents and consumers access to the world in a way that drives meaningful industry advancement. By focusing on customer-centric service, innovative technologies, and omnichannel commerce, TravelBrands provides a seamless travel experience that meets the needs of today's traveller.

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