

Paris – 16<sup>th</sup> July 2024

## **PRESS RELEASE**

### **Ceetiz partners with Prioticket to strengthen portfolio in Tours & Activities**

Ceetiz is thrilled to announce its strategic partnership with Prioticket, a global connectivity platform dedicated to Tours & Activities, the best part of travel.

The API connection with Prioticket enables Ceetiz to enhance its collaboration with existing suppliers and forge new collaborations. This partnership allows Ceetiz to expand its portfolio of activities and experiences with real-time inventory, catering to both B2C customers and B2B distribution partners.

With Prioticket, a single integration provides access to nearly the entire Tours & Activities landscape, including numerous suppliers, aggregators, and over 50 reservation systems through one API. Prioticket simplifies the booking process by converting diverse products and booking methods into a unified industry standard.

Co-founder & Managing director of Ceetiz, Damien Bellon, shared his enthusiasm about the partnership and new integration:

"We are excited about this collaboration with Prioticket. This partnership allows us to provide an even more extensive range of activities and enhance the overall customer experience."

Prioticket's CEO, Gert-Jan Ruiten, also expressed enthusiasm:

"We are very excited to announce our partnership with Ceetiz and their absolutely great team that made this happen! This strategic integration with Ceetiz amplifies our unique distribution proposition, empowering our partners with Ceetiz's extensive global network. We expect a substantial boost in platform value and global reach for our partners with a specific focus on the France and Japanese markets!"

## About Ceetiz

Specializing in the French market, Ceetiz.fr is an Online Travel Agency dedicated to sell activities worldwide. Since 2021, Ceetiz has been a subsidiary of Miki Travel and belongs to the Japanese Group HIS, present in 70 countries.

Ceetiz offers:

- A range of curated, negotiated and editorialized activities: museums, monuments and theme park tickets, multi-activity passes, guided tours, excursions, etc., in more than 400 destinations.
- Its own guided tours and experiences under the Ceetiz Exclusives® label, combining cultural discovery and local lifestyle. The Ceetiz Exclusives® are operated directly by the 300 DMC offices of the Miki Travel and H.I.S mother companies.
- French-language activities all over the world.

Ceetiz's activities are available to B2B clients thanks to its technological solutions (distribution API, Ceetiz Agent professional website dedicated to travel agents, integration with the main booking platforms, etc.), as well as to the general public through its website [www.ceetiz.com](http://www.ceetiz.com) Backed by its travel agent status, Ceetiz also offers a 7/7 customer service for its business partners, available via email and a toll-free telephone number.

Contact: [presse@ceetiz.com](mailto:presse@ceetiz.com)

Follow us on Instagram: [@ceetiz](https://www.instagram.com/ceetiz) | Facebook: [Ceetiz](https://www.facebook.com/Ceetiz) | LinkedIn: [Ceetiz](https://www.linkedin.com/company/ceetiz)

## About Prioticket

Prioticket is the leading connectivity platform specializing in the management, sale, and distribution of tours, activities, and experiences. It offers a comprehensive suite of tools that facilitate the integration of third-party systems, centralized management of global distribution, and feature-rich point-of-sale solutions.

With capabilities in e-commerce, marketing, operational management, and real-time reporting, Prioticket enables businesses to optimize their operations and expand their reach. The platform is designed to support businesses of all sizes, ensuring seamless connectivity and superior customer experiences.

Contact: [press@prioticket.com](mailto:press@prioticket.com)

Or visit [www.prioticket.com/press](http://www.prioticket.com/press)